

"Why, Anyone
Can Hang
Wallpaper Now"

Every WASHABLE paper
in this book,
every PRE-PASTED paper,
every PLASTIC COATED paper,
every ENGRAVED paper,
every WALL OILCLOTH number is

Pre-Trimmed
FOR LAP SEAM

This new 1953 Wallpaper Book
also includes an assortment
of SEMI-TRIMMED, SUNFAST
WALLPAPER PATTERNS ... also
Wallpaper Tools and Supplies



For actual sample and
description of 'DESERT
BEAUTY,' the beautiful
Pre-Pasted pattern shown
above, refer to Page 52



Sears 1953 Wallpaper Book

SEARS, ROEBUCK AND CO.

Distributors of Fine Wallpaper

SATISFACTION GUARANTEED OR YOUR MONEY BACK

NOTICE: No price for any article listed or described herein exceeds the ceiling price for that article, as determined under the applicable Office of Price Stabilization ceiling price regulation.

This is
what Sears



WALLPAPERS
mean to you

ELIMINATE ▼

the need for removing even a
semi-trimmed left hand selvage
... which feature was first
introduced by Sears years ago.



▼ **FORGET**

the problem of trimming a
straight, neat edge ... and also
the extra time and work involved
on non-trimmed papers.

▼ **CASH IN**

on the newest wallpaper
merchandise feature
... a straight, true,
factory-trimmed left
selvage, all ready
for lap-seam
hanging.



Yes, Sears has made wall decoration much easier,
simpler, because 80% of the papers and wall oilcloth
listed in this book are Pre-Trimmed at the factory.
WATCH FOR this  seal on all Pre-Trimmed
patterns sampled in this book.

Now ... Sears HARMONY HOUSE Pre-Trimmed Wallpapers and Wall Oilcloth bring you
extra ease in hanging. Here's why: On all our Pre-Trimmed papers we remove the entire left
hand selvage of each roll of wallpaper at the factory. Cuts paper-hanging time because
it eliminates much of the bother and work of trimming. 80% of all the papers and wall-
oilcloth listed in this book are now supplied Pre-Trimmed for your greater convenience.



Popular PRE-PASTED Wallpaper

in 12 exclusive Harmony House Pre-Pasted Patterns. ALL Pre-Trimmed for lap seam hanging. Guaranteed Washable and Sunfast.

AS LOW AS
70c
SINGLE ROLL

Four convincing reasons why Sears Pre-Pasted Paper is a 4-star feature:

- 1** Easiest of all wall-papers to hang. Guaranteed to adhere securely. Pre-Trimmed to save you time. All colors washable and sunfast. Ultra-convenient and practical.
- 2** Sears newly perfected paste formula provides better adhesion, excellent "slip-and-slide" that enables the amateur to achieve perfect matching of pattern with ease and precision.
- 3** Sears use only top-quality stock of heavy Premium grade. It is easier to handle when hanging. Greatly simplifies work.
- 4** All 4-Star Feature wallpapers in Harmony House colors "go together" with other Searshome furnishings.



For actual sample and description of 'DESERT BEAUTY,' the beautiful Pre-Pasted pattern shown above, refer to Page 52

NOW . . Sears has a



WALLPAPER

for every room in the house

There is a Pre-Trimmed wallpaper pattern in this book for every type room in your house, that "goes together" with your color scheme and harmonizes perfectly with every type and period of furnishings. Decoration made easy! Easy to hang! Economical!





'DOGWOOD'—an 'exciting Pre-Pasted pattern for the bedroom, hall or downstairs rooms

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • PRE-PASTED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

80c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

The charm of this lovely Pre-Pasted paper will delight you, no matter whether you choose 'DOGWOOD' for upstairs or down. Its brilliant blossoms in Dawn gray, White and Sunshine yellow stand out in bright contrast to the Sage green foliage and background. This new pattern is a Sears Pre-Pasted paper . . . so easy to hang because of this feature and because it also is a new Sears Pre-Trimmed pattern. It is both sunfast and washable, and guaranteed so for three full years!

PRE-PASTED SIDEWALL PAPER

HARMONY HOUSE SAGE GREEN..53 C 03833—
See sample over. Guaranteed both sunfast and washable
A Harmony House color. "Goes together" with your
other furnishings. Simplifies decorating.
Double roll 16 yds. long, 18 in. wide.
Shipping weight 2 pounds 12 ounces.....**\$1.60**

PRE-PASTED BORDER TO MATCH

SAGE GREEN..53 C 053833—2¼ inches wide.
Shipping weight per yard 1 ounce.....Per Yard... **7c**

HARMONIZING CEILING PAPER

WHITE..PRE-PASTED..53 C 03009—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 12 ounces.....**\$1.20**

*You will want to order some of these
Supplies when ordering Wallpaper.*

MASTER-MIXED WALLPAPER REMOVER

53 C 530—4-oz. bottle. Shpg. wt. 10 oz.....**29c**

WORKMASTER COLD WATERSIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....**27c**

FOR OTHER SUPPLIES SEE PAGES 83 AND 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Excellent	Suitable	Ideal			Good

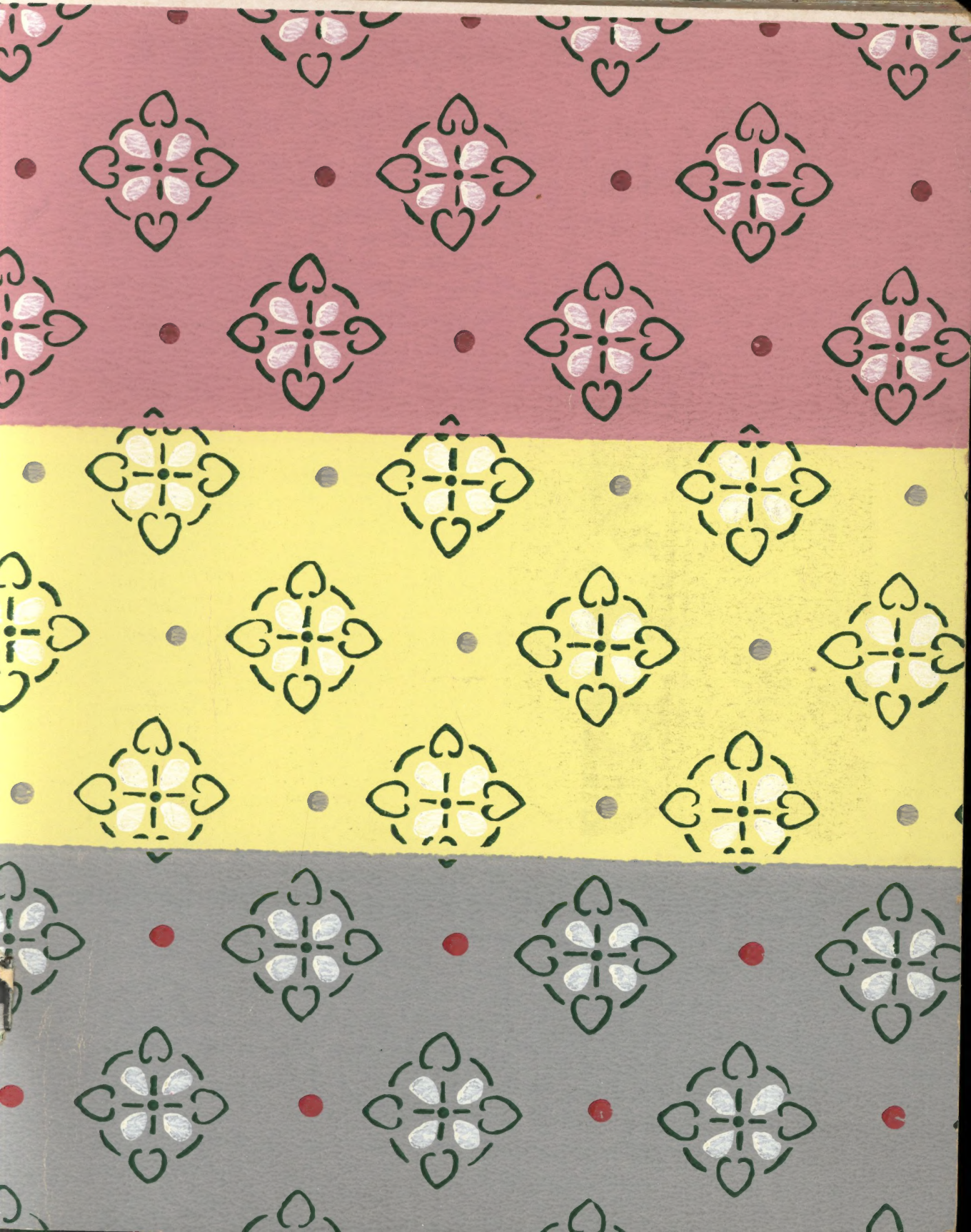
Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12-ft.	5	2	16	\$11.52	\$ 9.12
12x14 ft.	6	3	20	14.60	11.00
14x16 ft.	7	4	22	17.54	12.74

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

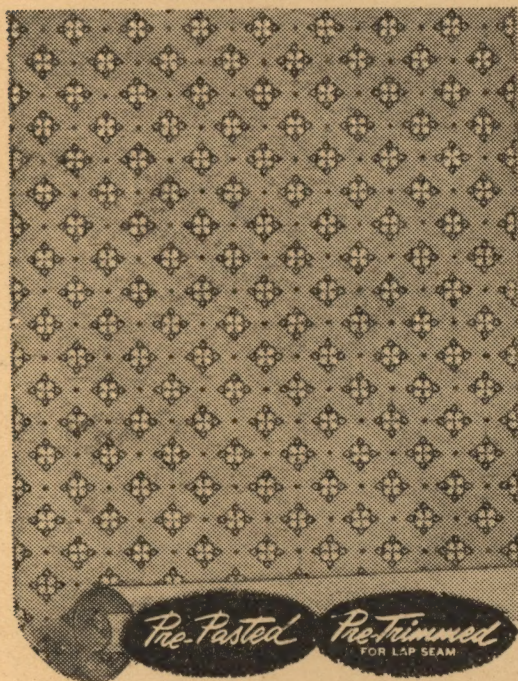


'CONCORD'—another Harmony House

Pre-Pasted pattern suitable for any room

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • PRE-PASTED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You can select 'CONCORD' in your choice of three delightful background colors, as listed below and shown on sample on the other side of this sheet. These versatile papers are made to "go with" other Pre-Pasted patterns sampled; as well as those illustrated on page 7. Use 'CONCORD' with modern or traditional furnishings, and, if you like, as a ceiling paper. Being both Pre-Pasted and Pre-Trimmed it is unusually easy to hang.

PRE-PASTED SIDEWALL PAPERS

HARMONY HOUSE DAWN GRAY..53 C 03863

HARMONY HOUSE SUNSHINE YELLOW..53 C 03862

HARMONY HOUSE VALLEY ROSE..53 C 03864—See samples over. Guaranteed sunfast and washable for 3 years.

These are Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces.....\$1.40

PRE-PASTED BORDERS TO MATCH

DAWN GRAY..53 C 053863—2¼ inches wide.

SUNSHINE YELLOW..53 C 053862—2½ inches wide.

VALLEY ROSE..53 C 053864—2½ inches wide.

Shipping weight per yard 1 ounce.....Per yard...7c

HARMONIZING CEILING PAPER

WHITE..PRE-PASTED..53 C 03009—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces.....\$1.20

*You will want to order some of these
Supplies when ordering Wallpaper*

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....27c

FOR OTHER SUPPLIES SEE PAGES 83 AND 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Suitable	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$10.52	\$ 8.12
12x14 ft.	6	3	20	13.40	9.80
14x16 ft.	7	4	22	16.14	11.34

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'CANADA'—perfect for boy's room, den or playroom; Pre-Pasted and Pre-Trimmed

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • PRE-PASTED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Pre-Pasted Pre-Trimmed
FOR LAP SEAM

Rooms where this paper can be used

BOY'S ROOM	PLAY ROOM	DEN	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$10.52	\$8.12
12x14 ft.	6	3	20	13.40	9.80
14x16 ft.	7	4	22	16.14	11.34

For more complete table of room sizes, see Page 82

SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Any boy's heart will thrill to the romance of this colorful scenic pattern that seems to live and breathe the great outdoors of the far north. Canadian Mounties, Indians, trappers and snow-capped peaks are shown in all their dramatic colorings. You'll particularly like 'CANADA'S' guaranteed sunfast and washable features which enable this pattern to withstand repeated cleanings. You'll appreciate still more that it is both Pre-Trimmed and Pre-Pasted for maximum ease in hanging!

PRE-PASTED SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03856—

See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces.....\$1.40

PRE-PASTED BORDER TO MATCH

DAWN GRAY..53 C 053856—2¼ inches wide.

Shipping weight per yard 1 ounce.....Per yard... 7c

HARMONIZING CEILING PAPER

WHITE..PRE-PASTED..53 C 03009—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces.....\$1.20

*You will want to order some of these
Supplies when ordering Wallpaper*

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....27c

MASTER-MIXED WALLPAPER REMOVER

Simply mix with water. A 4-oz. bottle is enough for 10 x 12-ft. room.

53 C 530—4 oz. Shpg. wt. 10 oz.....29c

FOR OTHER SUPPLIES SEE PAGES 83 AND 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'WESTOVER'—one of the season's gayest Pre-Pasted patterns, choice of two colors

SUNFAST • WASHABLE • PRE-TRIMMED • PRE-PASTED
SOLD ONLY IN
SINGLE ROLL
8 YARDS
70c
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You'll love this gay paper, wherever you hang it . . . in the dining room, kitchen or bedroom! Did you ever see such a fresh, sparkling pattern, or one so super-charged with decorative possibilities? Best of all, you have a choice of two color schemes: as sampled; and in Sunshine yellow, which is not Pre-Pasted. Both colors are Pre-Trimmed. Use either with modern or traditional furnishings.

PRE-PASTED SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY—MALIBU PEACH..53 C 01804—See sample over. Guaranteed sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 12 ounces. . . . \$1.40

PRE-PASTED BORDER TO MATCH

DAWN GRAY—MALIBU PEACH..53 C 051804—2½ inches wide. Shipping weight per yard 1 ounce. . . . Per yard. . . . 7c

HARMONIZING CEILING PAPER

WHITE..53 C 03009—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 12 ounces. . . . \$1.20

'WESTOVER' IN SUNSHINE YELLOW—Not Pre-Pasted.

SIDEWALL PAPER—Not Pre-Pasted
HARMONY HOUSE SUNSHINE YELLOW..53 C 01283—Not shown. Some design as 53 C 01804 above but with Sunshine yellow background. Sunfast. Pre-Trimmed. Double roll 16 yds. long, 18 in. wide. Shipping wt. 2 lbs. 8 oz. . . . Per double roll 96c

BORDER TO MATCH—Not Pre-Pasted

SUNSHINE YELLOW..53 C 051283—2½ in. wide. Shipping wt. per yd. 1 oz. . . . Yard 7c
HARMONIZING CEILING PAPER—Not Pre-Pasted
WHITE..53 C 03010—Not shown. Double roll 16 yds. long, 18 in. wide. Shipping wt. 2 lbs. 6 oz. . . . For double roll 88c

SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

Sidewall sample 53 C 01804 Sears, Roebuck and Co. 555

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	KITCHEN	BATH	HALL OR STAIRWAY
Excellent	Good	Good	Good	Good	Good

Estimated Cost of Complete Rooms

Size of Room	Double Wall Rolls	Double Ceiling	Border of Yards	Room with Ceiling	Room without Ceiling
9-ft. Ceiling	5	2	16	\$10.52	\$ 8.12
10x12 ft.	6	3	20	13.40	9.80
12x14 ft.	7	4	22	16.14	11.34
14x16 ft.	7	4	22	16.14	11.34

Above room costs apply only to 53C01804, 53C051804, 53C03009

'WESTOVER'—one of the season's gayest

Pre-Pasted patterns; choice of two colors

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • PRE-PASTED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

70c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



You'll love this gay paper, wherever you hang it . . . in the dining room, kitchen or bedroom! Did you ever see such a fresh, sparkling pattern, or one so super-charged with decorative possibilities? Best of all, you have a choice of two color schemes: as sampled; and in Sunshine yellow, which is not Pre-Pasted. Both colors are Pre-Trimmed. Use either with modern or traditional furnishings.

PRE-PASTED SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY—MALIBU PEACH..
53 C 01804—See sample over. Guaranteed sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 12 ounces. **\$1.40**

PRE-PASTED BORDER TO MATCH

DAWN GRAY—MALIBU PEACH..53 C 051804—2½ inches wide.
Shipping weight per yard 1 ounce. Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE..PRE-PASTED..53 C 03009—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 12 ounces. **\$1.20**

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	KITCHEN	BATH	HALL OR STAIRWAY
Ideal	Excellent		Good		

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$10.52	\$ 8.12
12x14 ft.	6	3	20	13.40	9.80
14x16 ft.	7	4	22	16.14	11.34

Above room costs apply only to 53C01804, 53C051804, 53C03009

'WESTOVER' IN SUNSHINE YELLOW—Not Pre-Pasted.

SIDEWALL PAPER—Not Pre-Pasted
HARMONY HOUSE SUNSHINE YELLOW..53 C 01283—
Not shown. Same design as 53 C 01804 above but with Sunshine yellow background. Sunfast. Washable. Pre-Trimmed.
Double roll 16 yds. long, 18 in. wide.
Shpg. wt. 2 lbs. 8 oz. Per double roll **96c**

BORDER TO MATCH—Not Pre-Pasted
SUNSHINE YELLOW..53 C 051283—2½ in. wide.
Shpg. wt. per yd. 1 oz. Yard **7c**

HARMONIZING CEILING PAPER—Not Pre-Pasted
WHITE..53 C 03010—Not shown.
Double roll 16 yds. long, 18 in. wide.
Shpg. wt. 2 lbs. 6 oz. Per double roll **88c**



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SHADOW WEAVE'—a new and refreshingly different Pre-Pasted pattern for walls, ceilings

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • PRE-PASTED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

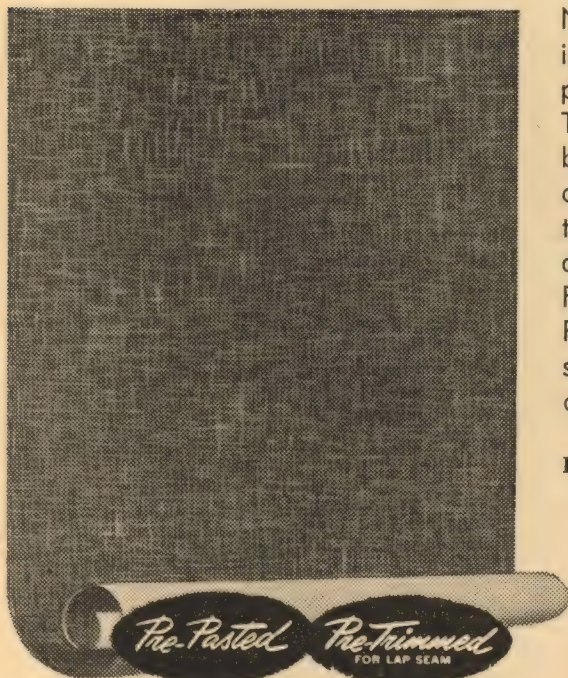
SINGLE ROLL
8 YARDS

80c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Not only is 'SHADOW WEAVE' a striking, crisp new downstairs and bedroom paper, it also is both Pre-Pasted and Pre-Trimmed. And it comes in a choice of four beautiful colors, as shown on the sample on the back of this sheet. You will want to use one or more of these colors in decorating for a new and dramatic effect. For ceilings, too! To prepare Sears Pre-Pasted, Pre-Trimmed papers for hanging, simply dip each strip in cold water, an operation that takes just one minute!



PRE-PASTED SIDEWALL PAPERS

HARMONY HOUSE DAWN GRAY..53 C 03871

HARMONY HOUSE SAGE GREEN..53 C 03872

HARMONY HOUSE SUNSHINE YELLOW..53 C 03873

HARMONY HOUSE TUSCAN WINE..53 C 03874—

See sample over. Guaranteed sunfast and washable.

Harmony House colors "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces. **\$1.60**

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	CEILING	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Good	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$11.52	\$ 9.12
12x14 ft.	6	3	20	14.60	11.00
14x16 ft.	7	4	22	17.54	12.74

For more complete table of room sizes, see Page 82

PRE-PASTED BORDERS TO MATCH

DAWN GRAY..53 C 053871—2¼ inches wide.

SAGE GREEN..53 C 053872—2¼ inches wide.

SUNSHINE YELLOW..53 C 053873—2½ inches wide.

TUSCAN WINE..53 C 053874—2¼ inches wide.

Shipping weight per yard 1 ounce. Per yard... **.7c**

HARMONIZING CEILING PAPERS

WHITE..PRE-PASTED..53 C 03009—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces. **\$1.20**

For other Tools and Supplies see Pages 83 and 84

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SARASOTA'—a gorgeous Pre-Pasted paper with endless decorative possibilities

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • PRE-PASTED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Are your downstairs rooms furnished in modern or traditional style? If so, and if you haven't found exactly the right wallpaper pattern to bring out the real beauty of your furnishings, we suggest you hang this exciting new Pre-Pasted and Pre-Trimmed pattern in your living room, dining room, breakfast nook or den. It makes a grand paper for hallways also. It is so easy to hang because of the above features. We factory-trim the left-hand selvage clean-as-a-whistle!

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY—TUSCAN WINE..
53 C 03832—See sample over. Guaranteed sunfast and washable for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces. **\$1.40**

BORDER TO MATCH

DAWN GRAY—TUSCAN WINE..53 C 053832—2¼ inches wide.

Shipping weight per yard 1 ounce. Per yard... **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03009—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 12 ounces. **\$1.20**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle for average 10 x 12-ft. room.

53 C 530—4-oz. bottle. Shpg. wt. 10 oz. **29c**

For other Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$10.52	\$ 8.12
12x14 ft.	6	3	20	13.40	9.80
14x16 ft.	7	4	22	16.14	11.34

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'PACIFIC GARDEN'—a pattern and companion stripe you'll enjoy for years

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

We think you'll like 'PACIFIC GARDEN' so much when you see it on the walls of any of your downstairs rooms or hallways that you will not wish to change it for years and years! Being both sunfast and washable this pattern will give just that kind of service. This paper has a companion stripe and in the same colors. Both are shown on the left. Harmony House Dawn gray and Mint green also colors of companion stripe paper.



SIDEWALL PAPERS

HARMONY HOUSE DAWN GRAY and MINT GREEN..

53 C 03300—See sample over and upper illustration at left. Guaranteed sunfast and washable for 3 years.

COMPANION STRIPE..53 C 03301—Not sampled. Coloring is identical with 53 C 03300, above. (See lower illustration at left.)

These are Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....92c

BORDERS TO MATCH

DAWN GRAY and MINT GREEN..53 C 053300-053301—2½ inches wide.

Shipping weight per yard 1 ounce....Per yard...6c

HARMONIZING CEILING PAPER

WHITE..53 C 03020—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....88c

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'STONE CUPBOARD'—a spic and span, sparkling new pattern for your kitchen

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



Sears designers have produced for you in 'STONE CUPBOARD' an altogether delightful kitchen and breakfast room pattern. You'll agree with us that it positively sparkles with gay, cheerful colors. These colors are guaranteed sunfast, and the paper itself is guaranteed cleanable for three years! Of special interest to you is that this is also a Pre-Trimmed paper, with the left hand selvage removed at the factory. Makes it much easier to hang, as you'll learn.

SIDEWALL PAPER

HARMONY HOUSE CHERRY RED—DAWN GRAY..

53 C 03435—See sample over. Guaranteed sunfast and washable for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **78c**

BORDER TO MATCH

CHERRY RED—DAWN GRAY..53 C 053435—

2½ inches wide.

Shipping weight per yard 1 ounce. Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 3030—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **78c**

You will want to order some of these Supplies and Tools when ordering Wallpaper

WORKMASTER COLD WATER SIZE

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that practically eliminates most paste stains. ½-lb. to paste 12 single rolls.

53 C 511—½-lb. pkg. Shpg. wt. 12 oz. **55c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

KITCHEN	DINING ROOM	BREAKFAST ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal		Excellent			

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	22	9.90	6.78

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'FLORIDA MEADOW'—its dainty, delicate decorator colors will remain sunfast for years

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Yes, you won't have to worry about these lovely pastel colors losing any of their beauty for at least three years. That's how long Sears guarantee them not to fade. And we guarantee also that you can subject 'FLORIDA MEADOW' to repeated cleaning during that time, too. Did you ever see softer, more beautiful colors and artistry in a pattern for such a low price as Sears ask? Why not choose 'FLORIDA MEADOW' as a background for one of your downstairs rooms?

SIDEWALL PAPER

HARMONY HOUSE BEIGE AND MALIBU PEACH..
53 C 03302—See sample over. Guaranteed sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces..... **92c**

BORDER TO MATCH

BEIGE AND MALIBU PEACH.. 53 C 053302—2½ inches wide.
Shipping weight per yard 1 ounce.....Per yard... **6c**

HARMONIZING CEILING PAPER

WHITE.. 53 C 03020—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces..... **88c**

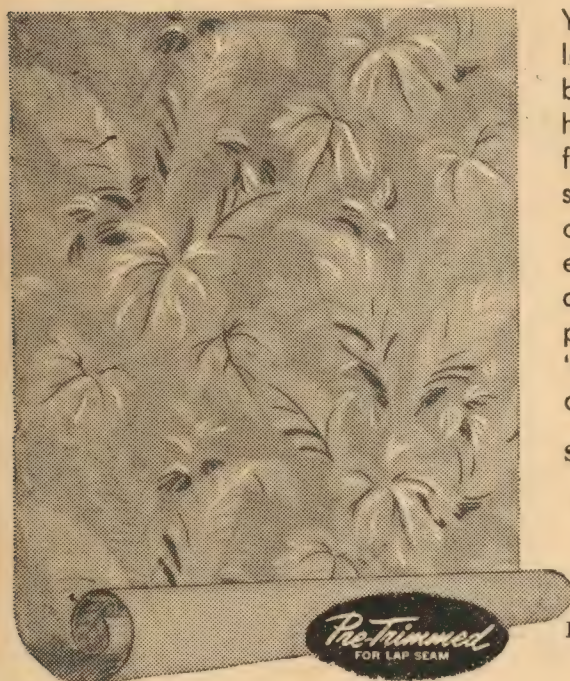
You will want to order Supplies and Tools when ordering Wallpaper.

12-INCH SMOOTHING BRUSH

Two rows of white Tampico bristles stapled into a lacquered hardwood handle.

53 C 628—Shipping weight 12 ounces..... **39c**

For other Tools and Supplies see Pages 83 and 84



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	22	11.28	7.76

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'FAIRYLAND'—a washable, sunfast bedroom paper at an unusually modest price

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You would expect to pay much more for a sunfast, washable bedroom paper as lovely as 'FAIRYLAND' anywhere else but at Sears! The design is new, and it fairly sparkles with the fairy-like beauty of graceful blossoms and green foliage on a cool background of Colonial blue. Because washable, 'FAIRYLAND' will give you long service. Because it is one of Sears new Pre-Trimmed patterns it will be found unusually easy to hang. Guaranteed washable, fadeproof, 3 years!

SIDEWALL PAPER

HARMONY HOUSE COLONIAL BLUE..53 C 03425—

See sample over. Guaranteed sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **78c**

BORDER TO MATCH

COLONIAL BLUE..53 C 053425—2¼ inches wide.

Shipping weight per yard 1 ounce. Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03030—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **78c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

MASTER-MIXED WALLPAPER REMOVER

Mix with water and obtain enough remover to use for a 10x12 foot room!

53 C 530—4 oz. Shpg. wt. 10 oz. **29c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	22	9.90	6.78

For more complete table of room sizes, see Page 82



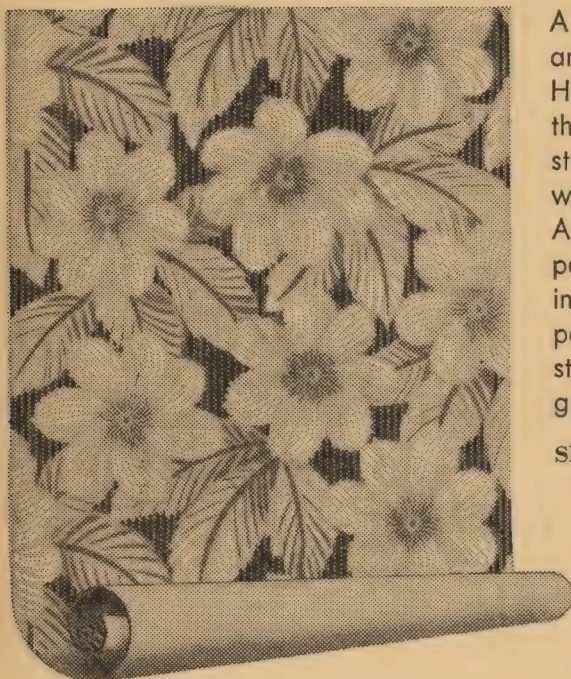
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'MC KINLEY'—another style-perfect sunfast pattern to transform any downstairs room

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

32c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

A glorious symphony of colorful flowers and foliage on a warm background of Harmony House Tuscan wine will make this beautiful paper transform any downstairs room. Use it wherever you wish, with modern or traditional furnishings. And if you seek a charming companion paper for 'MC KINLEY' you will find it in 'Elsinor', on page 20. With these two patterns you can 'do over' your downstairs at remarkably low cost. Both are guaranteed sunfast for three full years.

SIDEWALL PAPER

HARMONY HOUSE TUSCAN WINE..53 C 03515—See sample over. Guaranteed sunfast.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....64c

BORDER TO MATCH

TUSCAN WINE..53 C 053515—2½ inches wide.

Shipping weight per yard 1 ounce....Per yard...6c

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....64c

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

7-PC. WALLPAPER TOOL KIT

All the correct tools you need to hang wallpaper yourself. Described on page 83.

53 C 550—Kit. Shipping weight 2 pounds.....\$1.39

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	DEN	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82



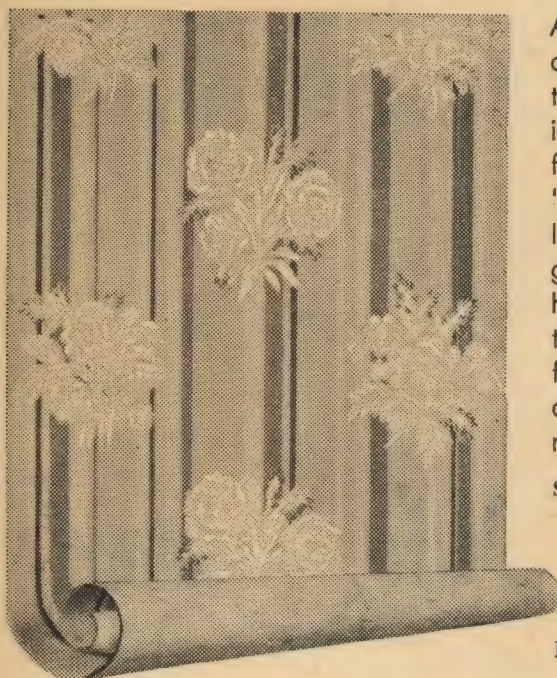
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'ELSINOR'—a delightful companion paper to 'Mc Kinley' shown on the preceding page

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

32c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

America's leading decorators recommend, and homeowners everywhere endorse, the use of "companion" papers in adjoining rooms. Here, in 'ELSINOR', you will find a fitting companion to the sparkling 'Mc Kinley' pattern on the preceding page. Its Harmony House background of Dawn gray and accent notes of Tuscan wine harmonize perfectly with the colorings in the companion paper. Or use this delightful pattern alone, if you wish, for any downstairs room done in provincial or modern. Guaranteed sunfast for 3 years.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03516—See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**64c**

BORDER TO MATCH

DAWN GRAY..53 C 053516—2¼ inches wide.

Shipping weight per yard 1 ounce.....Per yard...**6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**64c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

SEMI-PROFESSIONAL TRIMMING OUTFIT

Gives wallpaper neat, clean, ruler-straight edges easily and quickly. Shown on page 83.

53 C 0642L—Shipping weight 6 pounds.....\$8.15

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SAFFRON STRIPE'—something extra special for your best bedroom, at a special low price

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

32c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



We think you will agree that 'SAFFRON STRIPE' is something extra-special in a bedroom paper, with its soft shades of Dawn gray, Sunshine yellow and Colonial blue—all Harmony House colors that "go together" with your other furnishings. It is the ideal pattern for use with traditional furniture. Sears low price on this charming paper also is something special, for it means worthwhile savings on a pattern that is guaranteed sunfast for three years. Why not order now?

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03530—See sample over. Guaranteed sunfast for 3 years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.64c

BORDER TO MATCH

DAWN GRAY..53 C 053530—2½ inches wide. Shipping weight per yard 1 ounce.Per yard...6c

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.64c

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

7-INCH PASTE BRUSH

Top quality palma mixture bristles 3½ inches long, vulcanized in rubber.

53 C 612—Shipping weight 1 pound 2 ounces.97c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'NOSEGAY'—use this dainty bedroom paper to achieve sparkling decorative effects

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

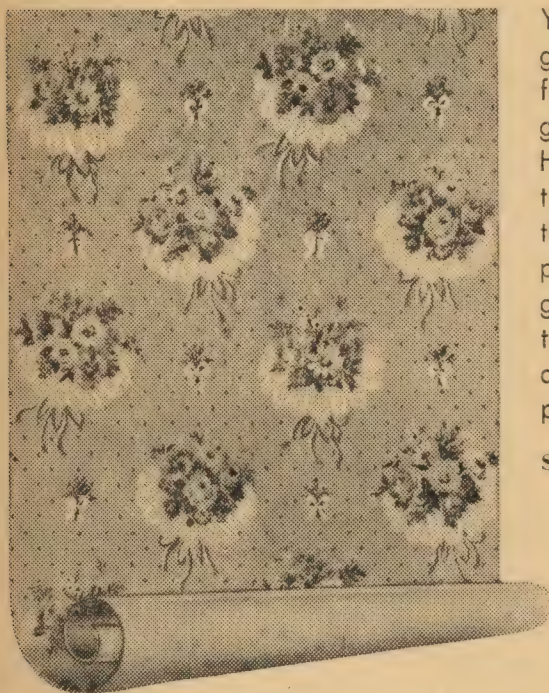
Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

32c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



Yes, you can transform any bedroom by giving it the benefits of this cool, colorful pattern, with its dainty floral nose-gays on a background of Harmony House Mint green. And it costs so little to do, because while this pattern has the appearance of a much higher priced paper, it really is a budget-priced bargain. We guarantee its gay colors not to fade for three years. And, being a semi-trimmed paper anyone can do a professional-looking job of hanging it.

SIDEWALL PAPER

HARMONY HOUSE MINT GREEN..53 C 03533—

See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes-together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **64c**

BORDER TO MATCH

MINT GREEN..53 C 053533—2½ inches wide.

Shipping weight per yard 1 ounce. . . . Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **64c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

Rooms where this paper can be used

BED-ROOM	DINING ROOM	NURSERY	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal		Excellent			

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER FOLDING PASTE TABLE

22 in. wide, 33 in. high when open. Sturdy, wood.

53 CM 665—6-foot table. Shpg. wt. 32 lbs. . . . **\$10.95**

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'MANSFIELD'—a versatile pattern for your bedroom or most downstairs rooms

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

32c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Here is an exciting new floral that offers you tremendous decorative possibilities for doing over your very nicest bedroom. You will find it equally good in any downstairs room. That's why we say it is a versatile pattern. But it is much more than this. It is one you will adore no matter where you use it. Wonderful with traditional furnishings. Have your drapes, rugs or upholstery carry accent notes of Harmony House Tuscan rose, Dawn gray, Colonial blue or Sage green.

SIDEWALL PAPER

HARMONY HOUSE TUSCAN ROSE—COLONIAL BLUE..

53 C 03528—See sample over. Guaranteed sunfast for 3 years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

BORDER TO MATCH

TUSCAN ROSE—COLONIAL BLUE..53 C 053528—2½
inches wide.
Shipping weight per yard 1 ounce. Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown.

Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **64c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle enough for 10 x 12-ft. room.
53 C 530—4-oz. Shpg. wt. 10 oz. **29c**

Rooms where this paper can be used

BED-ROOM	LIVING ROOM	DINETTE	SUN ROOM	DEN	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SHADOW PRINT'—an up-to-the-minute downstairs paper. See it on the front cover

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82

SINGLE ROLL
8 YARDS

53c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

The soft, pleasing tones of Harmony House Sage green, relieved with accents of Federal gold, make this new pre-trimmed pattern ideal for any of your downstairs rooms. You can judge for yourself how it will appear on your walls by turning to the front cover of this book, where 'SHADOW PRINT' is reproduced. Goes beautifully with modern or provincial furnishings, and is both washable and sunfast. Use as its companion paper, or as alternative, 53 C 03250, listed below.

SIDEWALL PAPERS

HARMONY HOUSE SAGE GREEN..53 C 03252—

See sample over. Guaranteed sunfast and washable.

HARMONY HOUSE DAWN GRAY..53 C 03250—Not shown. Pattern identical with 53 C 03252 above, but background color is Dawn Gray.

Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll, 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. **\$1.06**

BORDERS TO MATCH

SAGE GREEN..53 C 053252—2¼ inches wide.

DAWN GRAY..53 C 053250—2¼ inches wide.

Shipping weight per yard 1 ounce. . . . Per yard... **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. **88c**

*You will want to order some Supplies
and Tools when ordering Wallpaper.*

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that practically eliminates most paste stains. ½ lb. to paste 12 single rolls.

53 C 511—½-lb. pkg. Shpg. wt. 12 oz.55c

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'TROPICAL LEAF'—one of our most popular patterns repeated, in four new colors

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Yes, we found so much demand for this grand downstairs embossed pattern that we have repeated it for 1953, adding two new colors; Harmony House Valley rose and the newest color sensation, Smoke gray. With Harmony House Sage green and Colonial blue, you have a choice of four colors in which you can use this beautiful pattern in downstairs rooms and halls. Guaranteed sunfast and washable for three years. Pre-Trimmed to make hanging extra easy. Use with modern or traditional things!



SIDEWALL PAPERS

HARMONY HOUSE SAGE GREEN..53 C 03260
HARMONY HOUSE VALLEY ROSE..53 C 03261
HARMONY HOUSE SMOKE GRAY..53 C 03262
HARMONY HOUSE COLONIAL BLUE..53 C 03263—
See samples over, except Colonial Blue, which is not shown. All colors are Harmony House colors, which "go together" with your other furnishings.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 8 ounces. **\$1.06**

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82

BORDERS TO MATCH

SAGE GREEN..53 C 053260—3 inches wide.
VALLEY ROSE..53 C 053261—3 inches wide.
SMOKE GRAY..53 C 053262—3 inches wide.
COLONIAL BLUE..53 C 053263—3 inches wide.
Shipping weight per yard 1 ounce. Per yard... **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces. **88c**

For Wallpaper Tools and Supplies see Pages 83 and 84

← **SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE**



'CAROLINA'—bright, gay, colorful, is this lovely lacy Pre-Trimmed bedroom paper

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Right out of a charming old-fashioned southern bedroom might have come this irresistibly attractive paper with its lacy, be-ribboned design on a rich, warm Harmony House Sunshine yellow background sprinkled with azalea blossoms and green foliage. For years and years its colors will delight you (Sears guarantee it sunfast and washable for at least three years). And because it is pre-trimmed at the factory it is so much easier to hang. Plan a 'CAROLINA' room for your home!

SIDEWALL PAPER

HARMONY HOUSE SUNSHINE YELLOW . . . 53 C 03333—

See sample over. Guaranteed sunfast and washable.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds **92c**

BORDER TO MATCH

SUNSHINE YELLOW . . . 53 C 053333—2¼ in. wide.
Shipping weight per yard 1 ounce Per yard . . . **6c**

HARMONIZING CEILING PAPER

WHITE . . . 53 C 03022—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds **84c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

MASTER-MIXED WALLPAPER REMOVER

Mix with water. 4-oz. bottle enough for 10x12-ft. room.
53 C 530—4 oz. Shpg. wt. 10 oz. **29c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	NURSERY	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.24	\$5.56
12x14 ft.	6	3	20	9.24	6.72
14x16 ft.	7	4	22	11.12	7.76

For more complete table of room sizes, see Page 82



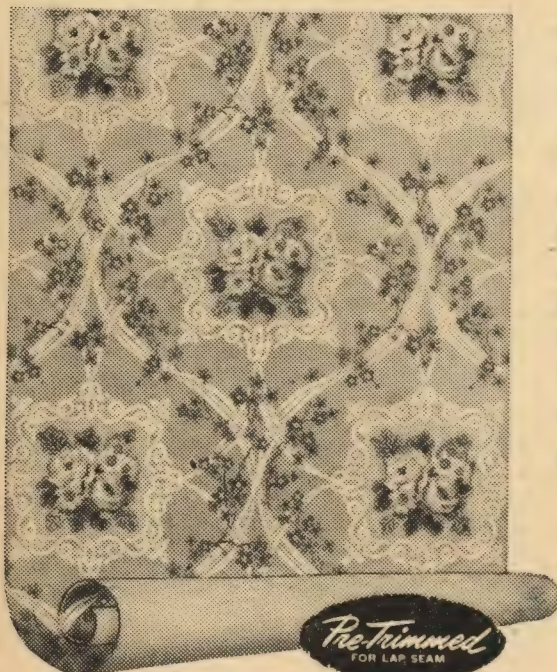
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'FILIGREE'—for that traditionally furnished bedroom you want done in blue

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

We predict 'FILIGREE' will prove to be one of the season's most popular patterns. Its graceful background design on clean, cool Pacific blue with lovely accents of Valley rose and Federal gold will enchant you when you see this paper in your very best bedroom. The gay floral nosegays are exquisite in their freshness and coloring. It is a pattern to live with for years to come. Sunfast, washable, Pre-Trimmed for ease in hanging. Guaranteed for three years to be fadeproof, washable.

SIDEWALL PAPER

HARMONY HOUSE PACIFIC BLUE..53 C 03334—

See sample over. Guaranteed sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds **\$1.06**

BORDER TO MATCH

PACIFIC BLUE..53 C 053334—2½ inches wide.

Shipping weight per yard 1 ounce **Per yard...7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03020—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

WORKMASTER PASTE WHIPPER

Mixes paste quickly, smoothly, easily.

53 C 750—Shipping weight 5 ounces.29c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal					

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'COLONIAL SCENE'—a tapestry in a dramatic downstairs pattern; it's Pre-Trimmed

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

60c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You can see how this grand scenic paper will look on your walls by referring to page 5. But to visualize its effectiveness you must see it in the colors of the sample on the back of this sheet. As a companion paper for an adjoining room we recommend 53 C 03228 shown on page 29. A wonderful combination for dining room and living room; equally good for den or hallway. 'COLONIAL SCENE' is guaranteed washable and sunfast for three years.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03218—

See sample over. Guaranteed sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. **\$1.20**

BORDER TO MATCH

DAWN GRAY..53 C 053218—2½ inches wide.

Shipping weight per yard 1 ounce. Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. 27c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82

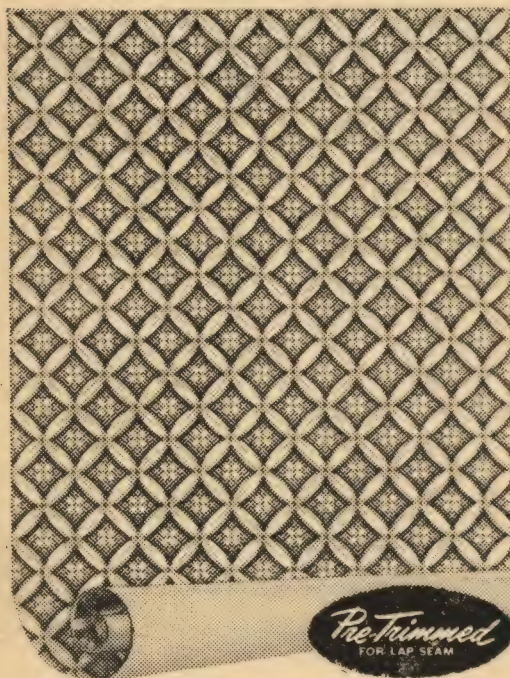
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'JAMESTOWN'—Pre-Trimmed companion to 'Colonial Scene.' For bedrooms or downstairs

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent			Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

SINGLE ROLL
8 YARDS

53c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Here in your choice of three lovely colors is the ideal companion paper to 53 C 03218, the beautiful scenic pattern on page 28. But whether you use 'JAMESTOWN' as a companion paper, or by itself in its own right, as a bedroom or downstairs paper, you'll be delighted with the result. Will withstand repeated cleaning for three full years. And is guaranteed sunfast for the same length of time. Best of all, it's Pre-Trimmed for quick, easy hanging.

SIDEWALL PAPERS

HARMONY HOUSE TUSCAN ROSE..53 C 03228

HARMONY HOUSE COLONIAL BLUE..53 C 03229

GREEN..53 C 03230—See sample over.

With the exception of 53 C 03230 these are Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**\$1.06**

BORDERS TO MATCH

TUSCAN ROSE..53 C 053228—2¼ inches wide.

COLONIAL BLUE..53 C 053229—2¼ inches wide.

GREEN..53 C 053230—2¼ inches wide.

Shipping weight per yard 1 ounce.....Per yard... **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**88c**

*You will want to order some Supplies
and Tools when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....**37c**

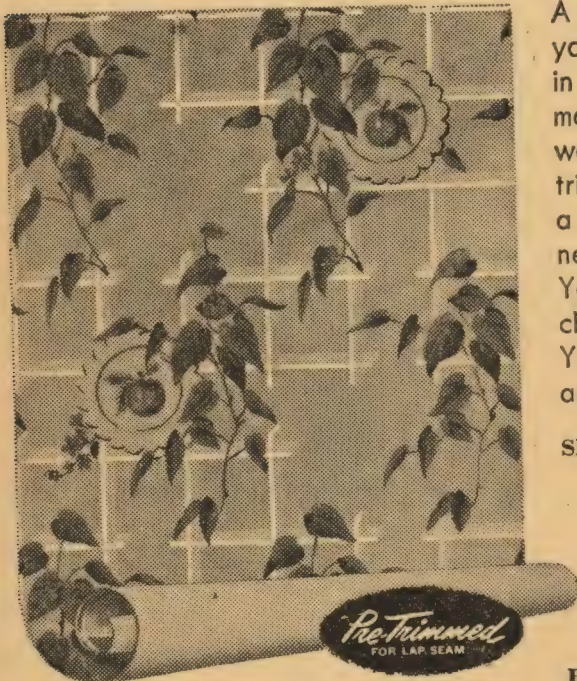
For other Tools and Supplies see Pages 83 and 84



'FRUIT PLATE'—Plastic-Coated for extra ease of cleaning; Pre-Trimmed to hang easily

SUNFAST • WASHABLE • PRE-TRIMMED • PLASTIC COATED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

KITCHEN	DINING ROOM	BREAKFAST ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

30

Sidewall sample 53 C 03761

Sears, Roebuck and Co. 555

SINGLE ROLL
8 YARDS

60c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

A gay, carefree and colorful paper for your kitchen, breakfast room or sunroom in the new Plastic-Coated finish that makes cleaning so simple. It's just like washing a china dish! And being pre-trimmed this paper is easy to hang with a lap seam, even by those who have never tried to hang wallpaper before! You can have 'FRUIT PLATE' in your choice of two colors, as listed below. You'll love this cheerful pattern. Guaranteed sunfast and washable for 3 years.

SIDEWALL PAPERS

WHITE..53 C 03761—See sample over. Guaranteed sunfast and washable 3 years.

HARMONY HOUSE MINT GREEN..53 C 03762—Same as 53 C 03761, above, but with Mint Green background. Not shown.

Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. \$1.20

BORDERS TO MATCH

WHITE..53 C 053761—2½ inches wide.

MINT GREEN..53 C 053762—2½ inches wide.

Shipping weight per yard 1 ounce. Per yard...7c

HARMONIZING CEILING PAPER

WHITE..53 C 03029—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. 88c

You will want to order some Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

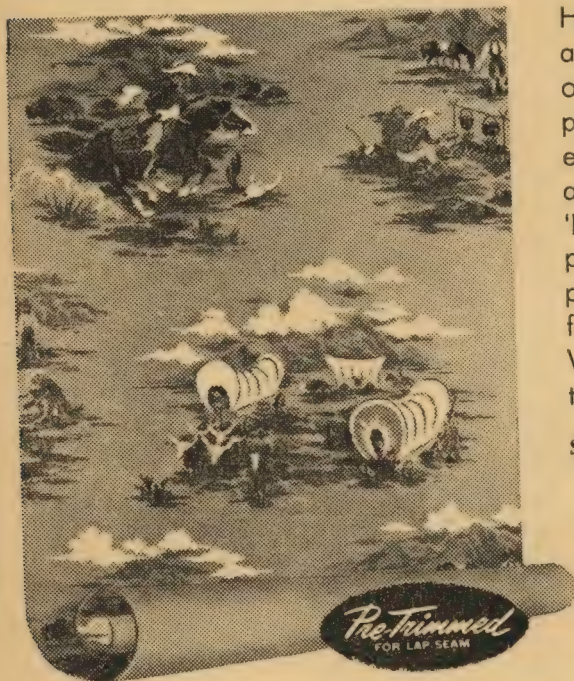
For other Tools and Supplies see Pages 83 and 84



'PONY EXPRESS'—another colorful Plastic-Coated paper for a boy's room or playroom

SUNFAST • WASHABLE • PRE-TRIMMED • PLASTIC-COATED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

60c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Here is a brand new pictorial pattern any boy would love to have on the walls of his room. It is made to order for the playroom, rumpus room or den. But wherever you hang it you won't need to worry about keeping it spic-and-span, because 'PONY EXPRESS' is a Sears Plastic-Coated paper that is as easy to clean as a china plate—will withstand repeated washings for 3 full years. This we guarantee! What's more, it's a Pre-Trimmed paper that is very much easier to hang.

SIDEWALL PAPER

HARMONY HOUSE SAGE GREEN—PLASTIC-COATED..
53 C 03755—See sample over.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds **\$1.20**

BORDER TO MATCH

SAGE GREEN—PLASTIC-COATED.. 53 C 053755—2½ inches wide.
Shipping weight per yard 1 ounce Per yard . . . **7c**

HARMONIZING CEILING PAPER

WHITE—PLASTIC-COATED.. 53 C 03029—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BOY'S ROOM	PLAY ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



PATTERNS ½ ACTUAL SIZE



PRICES ON BACK OF PAGE



A "WILD WEST"

- * SUNFAST * HEAVY WEIGHT
- * WASHABLE * PRE-TRIMMED
- * PLASTIC COATED
- * HARMONY HOUSE COLOR

A grand pattern for nursery or playroom

SINGLE ROLL 8 YARDS LONG **60c** SOLD ONLY IN DOUBLE ROLLS

All patterns described on this page have the left selvage trimmed at the factory . . . ready for lap seam hanging.

PLASTIC-COATED SIDEWALL PAPER..Colonial Blue—

53 C 03764
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **\$1.20**

PLASTIC-COATED BORDER TO MATCH..Colonial Blue—

53 C 053764
2 inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **7c**

HARMONIZING CEILING PAPER

White-Plastic Coated—53 C 03029
Not shown. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 pounds. **88c**

SEE THE REVERSE SIDE OF THIS PAGE FOR ILLUSTRATIONS OF WALLPAPER PATTERNS DESCRIBED
ALL PLASTIC COATED PAPERS ARE GUARANTEED WASHABLE AND SUNFAST FOR 3 YEARS

C "LAKESIDE"

- * SUNFAST * WASHABLE
- * HEAVY WEIGHT * PRE-TRIMMED
- * PLASTIC COATED
- * HARMONY HOUSE COLOR

Style-perfect for bath or powder room

SINGLE ROLL 8 YARDS LONG **53c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$8.18 to paper the average 10x12-ft. room
(including sidewalls, border and ceiling)
See suggestions for hanging upper left side of page

PLASTIC-COATED SIDEWALL PAPER..Pacific Blue—

53 C 03765
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **\$1.06**

PLASTIC-COATED BORDER TO MATCH..Pacific Blue—

53 C 053765
2 inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **7c**

HARMONIZING CEILING PAPER

White-Plastic Coated—53 C 03029
Not shown. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 pounds. **88c**

B "LEAF BROCADE"

- * SUNFAST * WASHABLE
- * HEAVY WEIGHT * PRE-TRIMMED
- * PLASTIC COATED
- * HARMONY HOUSE COLOR

Ideal for the kitchen, hall or bath

SINGLE ROLL 8 YARDS LONG **60c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$8.88 to paper the average 10x12-ft. room
(including sidewalls, border and ceiling)

See suggestions for hanging upper left side of page

PLASTIC-COATED SIDEWALL PAPER..Dawn Gray—

53 C 03766
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **\$1.20**

PLASTIC-COATED BORDER TO MATCH..Dawn Gray—

53 C 053766
2 1/2 inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **7c**

HARMONIZING CEILING PAPER

White-Plastic Coated—53 C 03029
Not shown. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 pounds. **88c**

D "FRUIT PLATE"

- * SUNFAST * WASHABLE
- * HEAVY WEIGHT * PRE-TRIMMED
- * PLASTIC COATED
- * HARMONY HOUSE COLOR

A delightful pattern for kitchen or breakfast room. Same pattern in white on page 30

SINGLE ROLL 8 YARDS LONG **60c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$8.88 to paper the average 10x12-ft. room
(including sidewalls, border and ceiling)

See suggestions for hanging upper left side of page

PLASTIC-COATED SIDEWALL PAPERS..Harmony House

Mint Green—53 C 03762
White—53 C 03761—Shown on page 30. Like
53 C 03762, above, but with white background.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **\$1.20**

PLASTIC-COATED BORDER TO MATCH..Mint Green—

53 C 053762
2 1/2 inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **7c**

HARMONIZING CEILING PAPER

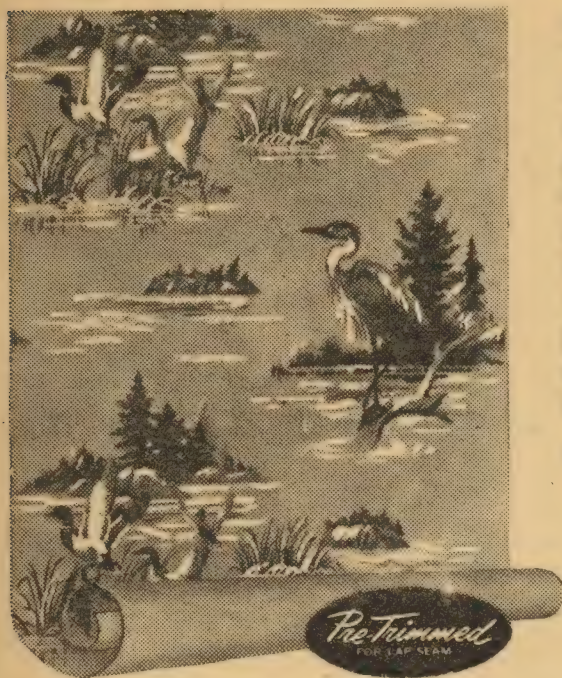
White-Plastic Coated—53 C 03029
Not shown. Double roll 16 yds. long, 18 inches wide.
Shipping weight 2 pounds. **88c**



'CANADIAN LAKE'—a dramatic Plastic-Coated Pre-Trimmed paper for powder room or bath

SUNFAST • WASHABLE • PRE-TRIMMED • PLASTIC-COATED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Another lovely new pattern in Sears Pre-Trimmed, Plastic-Coated line for 1953 . . . and one that will delight every member of the family. Never, we think, has the great outdoors of the Far North been so dramatically portrayed on wallpaper as our artists have shown it on 'CANADIAN LAKE.' A grand pattern for the bathroom, it will also prove sensational in your powder room. Plastic-Coated for easy cleaning, Pre-Trimmed for ease in hanging, and sunfast too. Guaranteed 3 years!

PLASTIC-COATED SIDEWALL PAPER

HARMONY HOUSE MINT GREEN..53 C 03763—See sample over. Guaranteed both sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**\$1.40**

PLASTIC-COATED BORDER TO MATCH

SAGE GREEN..53 C 053763—2 inches wide.

Shipping weight per yard 1 ounce.....Per yard...**7c**

HARMONIZING CEILING PAPER

WHITE—PLASTIC-COATED..53 C 03029—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....**37c**

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle is enough for 10 x 12 ft. room.

53 C 530—4 oz. Shipping weight 10 ounces.....**29c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

POWDER ROOM	BATH ROOM	DINETTE	SUN ROOM	DEN	HALL OR STAIRWAY
Ideal	Excellent			Excellent	

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.88	\$ 8.12
12x14 ft.	6	3	20	12.44	9.80
14x16 ft.	7	4	22	14.86	11.34

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'GERANIUM VINE'—a gay Plastic-Coated pattern for kitchen, breakfast room or bath

SUNFAST • WASHABLE • PRE-TRIMMED • PLASTIC-COATED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Wallpapers for the kitchen, breakfast room or bath should be bright, gay and colorful, you'll agree. But did you ever see a happier, more cheerful pattern than this new Plastic-Coated paper with its sparkling background color of Sunshine yellow? Flaming geraniums and green foliage adorn the lattice to complete a pattern of breathtaking charm. Easy to hang because Pre-Trimmed at the factory; easy to clean because Plastic-Coated. Guaranteed sunfast, washable, 3 years!

PLASTIC-COATED SIDEWALL PAPER

HARMONY HOUSE SUNSHINE YELLOW . . 53 C 03760

—See sample over. Guaranteed sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **\$1.06**

PLASTIC-COATED BORDER TO MATCH

SUNSHINE YELLOW . . 53 C 053760—2 inches wide.

Shipping weight per yard 1 ounce. Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE—PLASTIC-COATED . . 53 C 03029—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

ROTARY TRIMMING OUTFIT

6-ft. steel bound straight edge has 2-in. wheel knife.

Cuts neat, clean edges on wallpaper in a jiffy.

53 C 0642L—Shipping weight 6 pounds. \$8.15

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

KITCH- EN	BREAK- FAST	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Excellent	

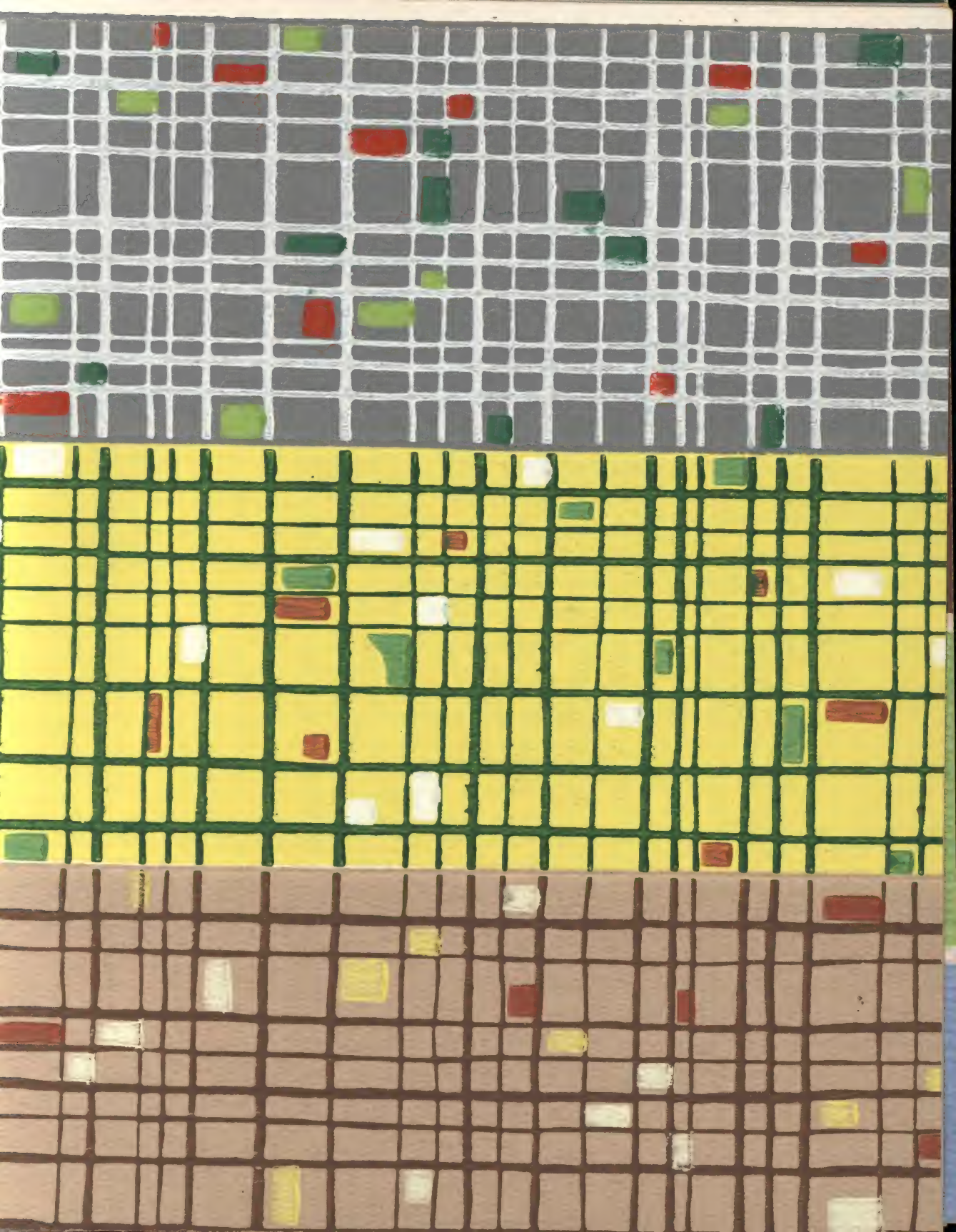
Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82



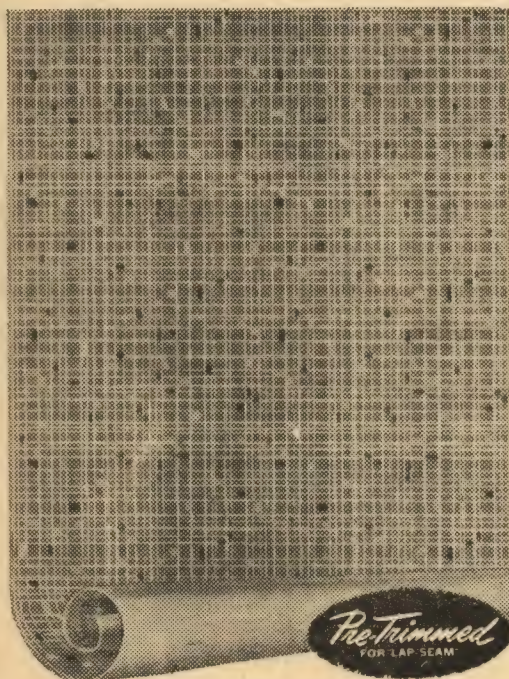
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'CARNIVAL PLAID'—a versatile paper for any number of rooms. Pre-Trimmed for easy hanging

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Yes, you will want to use this pattern in its range of three gay colors for several rooms. It is a grand kitchen paper, but you can use it nearly everywhere in the home . . . even the bath! And for ceilings it is an ideal choice. Goes beautifully with modern or provincial furnishings. Sears guarantee it to be both sunfast and washable for a period of three years. And because it is a Pre-Trimmed paper we know you will find it very easy indeed to hang.

SIDEWALL PAPERS

HARMONY HOUSE DAWN GRAY . . . 53 C 03353
HARMONY HOUSE PARCHMENT BEIGE . . . 53 C 03354
HARMONY HOUSE SUNSHINE YELLOW . . . 53 C 03355—
See samples over. Guaranteed sunfast and washable.
Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **78c**

BORDERS TO MATCH

DAWN GRAY . . . 53 C 053353—2½ inches wide.
HARMONY HOUSE PARCHMENT BEIGE . . . 53 C 053354
HARMONY HOUSE SUNSHINE YELLOW . . . 53 C 053355
Shipping weight per yard 1 ounce. Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE . . . 53 C 03030—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **78c**

You will want to order some Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

KITCH- EN	CEILINGS	DINETTE	SUN- ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Excellent	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	22	9.90	6.78

For more complete table of room sizes, see Page 83

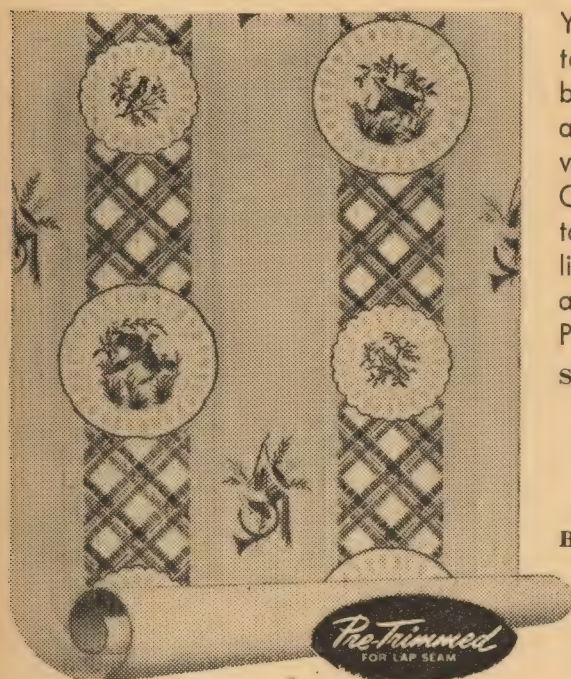
← **SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE**



'HUNTER'S PLATE'—an ideal choice for the kitchen or breakfast room. Very popular

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You can depend on this sparkling pattern to transform that kitchen, dinette or breakfast alcove. Being both Pre-Trimmed and Washable it is easy to hang and very easy to clean. A modern paper. Combine 'HUNTER'S PLATE' with curtains in Cherry red and white and a linoleum floor in beige or green to achieve a real triumph. Also comes Pre-Pasted, on beige ground. See below.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03360—
See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces.....**92c**

BORDER TO MATCH

DAWN GRAY..53 C 053360—2 inches wide.
Shipping weight per yard 1 ounce.....Per yard...**6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03020—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces.....**88c**

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	KITCHEN	BREAKFAST ALCOVE	HALL OR STAIRWAY
	Suitable	Excellent	Excellent	Ideal	

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	22	11.28	7.76

For more complete table of room sizes, see Page 82

A SEARS PRE-PASTED WALLPAPER

Wallpaper hanging becomes marvelously easy with Sears Pre-Pasted Wallpaper. Get the complete story on pages 6 and 7. Pattern is identical with 53 C 03360, above, but colors differ. Also Pre-Trimmed.

PRE-PASTED SIDEWALL PAPER

BEIGE..53 C 01824—Pre-Trimmed.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 4 oz.....Per double roll **\$1.40**

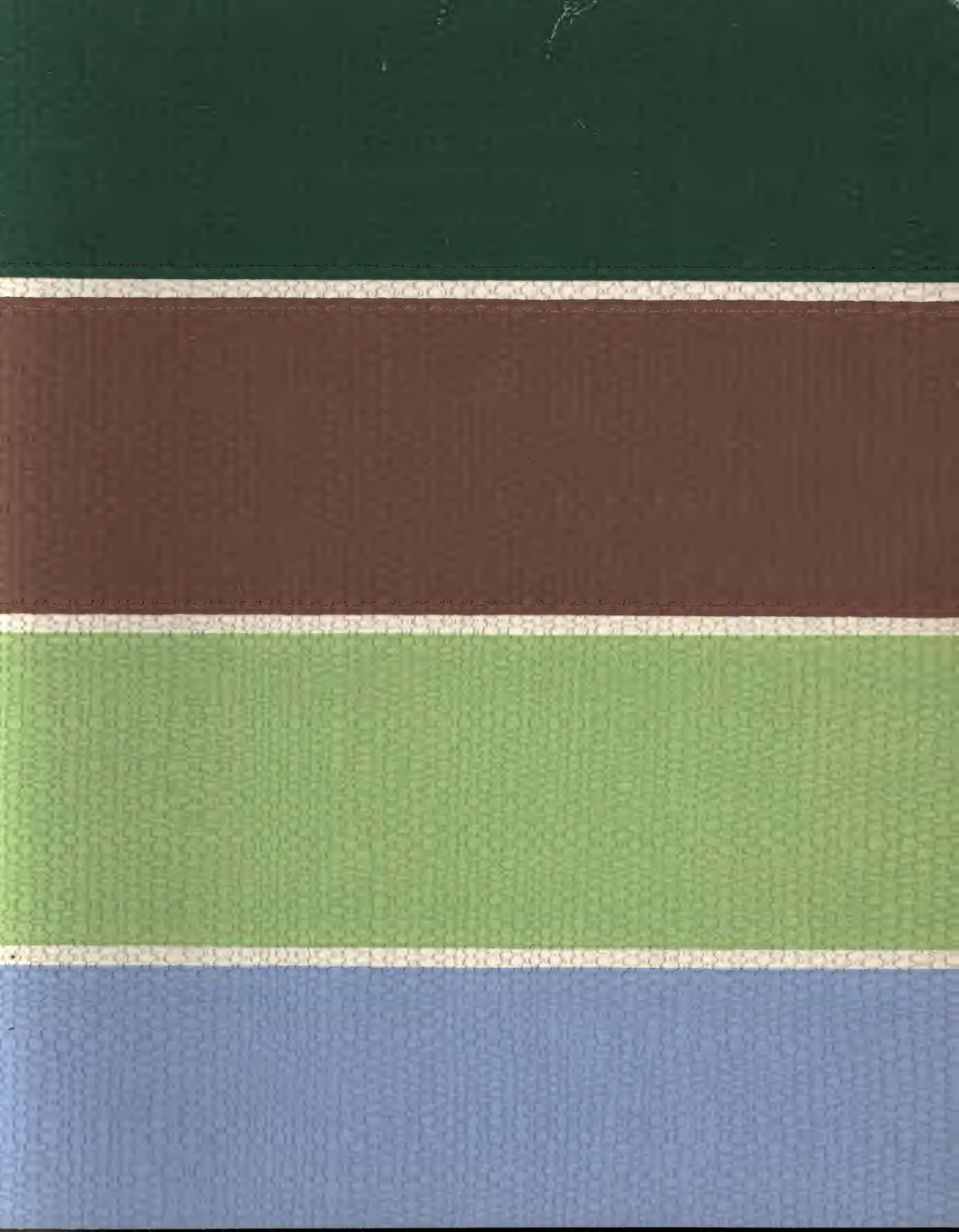
PRE-PASTED BORDER TO MATCH

BEIGE..53 C 051824—2 inches wide.
Shipping weight per yard 1 ounce.....Yard **7c**

PRE-PASTED HARMONIZING CEILING PAPER

WHITE..53 C 03009—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 lbs. 4 oz.....Per double roll **\$1.20**

SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'MADAGASCAR STRAW'—the very latest in textured effects for a charming background

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

How to get the longest possible service from your washable wallpapers

Wallpapers, as their name implies, are made of paper on which the patterns are printed. Paper necessarily requires greater care than a fabric. The colors used in printing this and other "washable" samples in this book have been treated to withstand repeated washings *with mild soap and water*. The washable feature is especially useful when removing paste marks or soil that occur during hanging. However, any washable wallpaper will be injured if "scrubbed" with harsh soaps or scouring powders, or cleaned with a brush.

Sears guarantees its washable patterns to stand up for three years if properly washed with mild soap and water. We cannot guarantee any wallpaper to withstand abuse, harsh, scratchy cleaners or hard scrubbing with a cloth or brush. Badly soiled papers should be cleaned with Sears Wallpaper Cleaner before washing with soap and water.

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	DEN	HALL OR STAIRWAY
Ideal	Excellent	Excellent	Good	Good	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82

SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You can select this versatile wall covering in your choice of four stunning Harmony House colors to make that downstairs room, be it dining room, living room or den, or any bedroom upstairs, dramatic and excitingly modern. For 'MADAGASCAR STRAW' is the newest of the new in textured wallpaper. It goes well with traditional or modern furnishings; opens up a new vista of home decorating for the alert homemaker who wants to keep abreast of the style times.

SIDEWALL PAPERS

MINT GREEN..53 C 03310—See sample over.

SPICE BROWN..53 C 03311—See sample over.

CHARTREUSE..53 C 03312—See sample over.

PACIFIC BLUE..53 C 03313—See sample over.

Harmony House colors—"go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 8 ounces. **\$1.06**

BORDERS TO MATCH

MINT GREEN..53 C 053310—3 inches wide.

SPICE BROWN..53 C 053311—3 inches wide.

CHARTREUSE..53 C 053312—3 inches wide.

PACIFIC BLUE..53 C 053313—3 inches wide.

Shipping weight per yard 1 ounce. Per yard... **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16-yards long, 18 inches wide.

Shipping weight 2 pounds 8 ounces. **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

For other Tools and Supplies see Pages 83 and 84

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'WASHINGTON'—style-perfect for downstairs rooms and halls, and traditional furnishings

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED



SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

This sparkling floral pattern with its profusion of colorful roses and buds amidst green foliage on a background of Harmony House Dawn gray will prove sensational with your traditional furnishings. Note the companion stripe in harmonizing colors illustrated at lower left. Choose accent notes in Harmony House Tuscan rose and wine for accessories. You will find this Pre-Trimmed pattern delightful and extremely easy to hang.

SIDEWALL PAPERS

HARMONY HOUSE DAWN GRAY..53 C 03254—
See sample over. Guaranteed sunfast and washable.
53 C 03255—Dawn Gray companion in stripe pattern.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 4 ounces..... **\$1.06**

BORDERS TO MATCH

DAWN GRAY..53 C 053254—2 3/8 inches wide.
53 C 053255—Companion in stripe pattern.
Shipping weight per yard 1 ounce.....Per yard.... **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 8 ounces..... **88c**

*You will want to order some of these
Supplies when ordering Wallpaper*

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz..... **37c**

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle enough for 10 x 12-ft. room.
53 C 530—4 oz. Shpg. wt. 10 oz..... **29c**

For other Tools and Supplies see Pages 83 and 84



← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'BETSY ROSS'—a colorful colonial pattern in an extra-heavy Pre-Trimmed embossed paper

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You have only to picture your favorite bedroom done over with this lovely wallpaper to realize what a transformation it would make. Use it with traditional or provincial furniture and furnishings and let your accent notes in accessories be carried out in Harmony House Tuscan rose or Dawn gray for utmost color harmony. Equally effective in white, as sampled, or with background in delicate Mint green. You'll love either of these papers; want both in different rooms!

SIDEWALL PAPERS

HARMONY HOUSE TUSCAN ROSE and DAWN GRAY.. 53 C 03277—See sample over. Sunfast and washable.
HARMONY HOUSE MINT GREEN..53 C 03278—Not shown. Same pattern above, but with background in delicate Mint green instead of white.
Harmony House colors "Go together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces. **\$1.06**

BORDERS TO MATCH

TUSCAN ROSE and DAWN GRAY..53 C 053277—2 1/8 inches wide.
MINT GREEN..53 C 053278—2 1/8 inches wide.
Shipping weight per yard 1 ounce. Per yard . . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03020—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces. **88c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

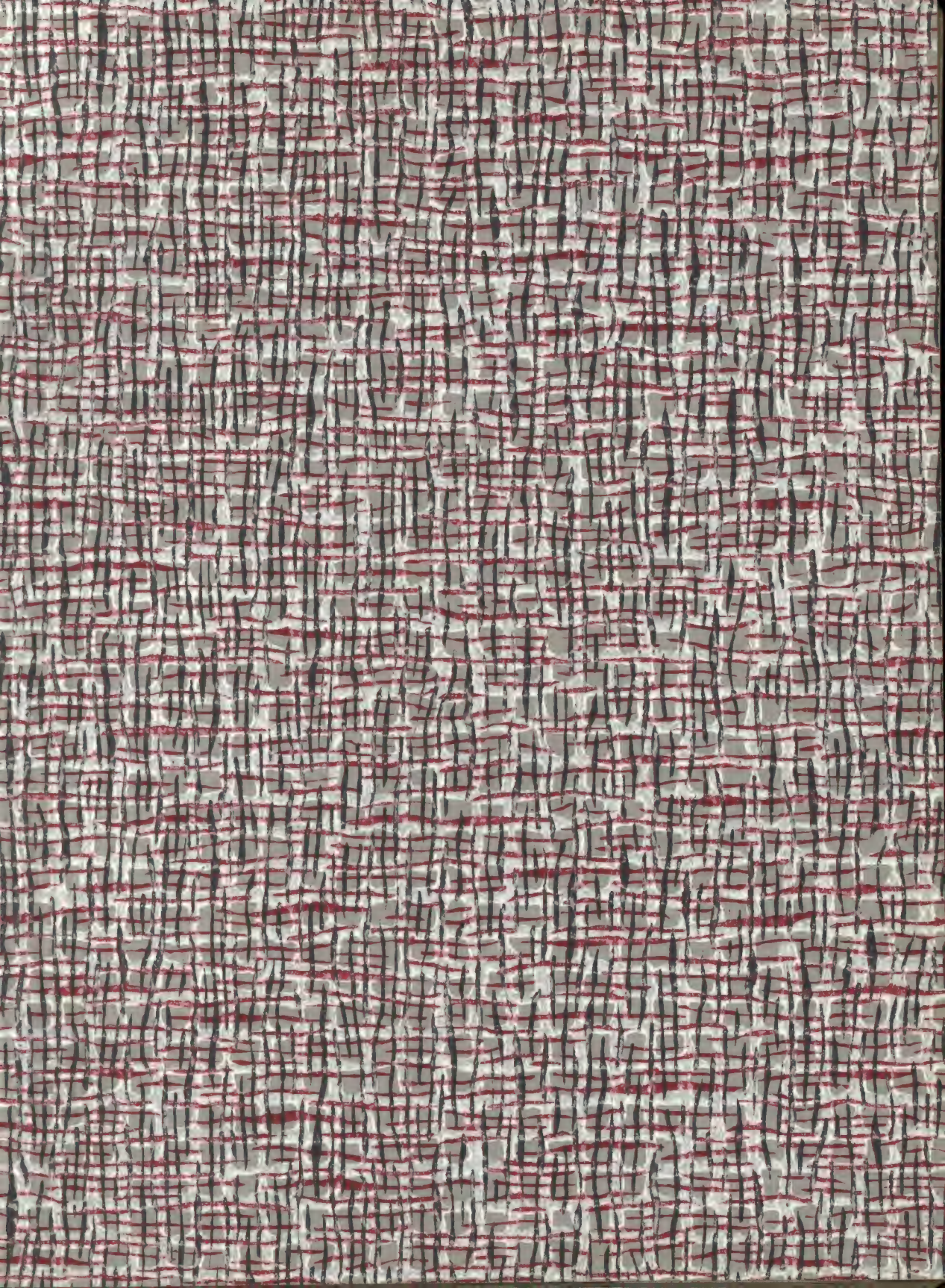
LIVING ROOM	DINING ROOM	BED-ROOM	NURS-ERY	BATH	HALL OR STAIRWAY
		Ideal	Good		Suitable

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'HOMESPUN'—a brand new embossed pattern for any downstairs room or hall

SUNFAST • EXTRA HEAVY • SEMI-TRIMMED • EMBOSSED

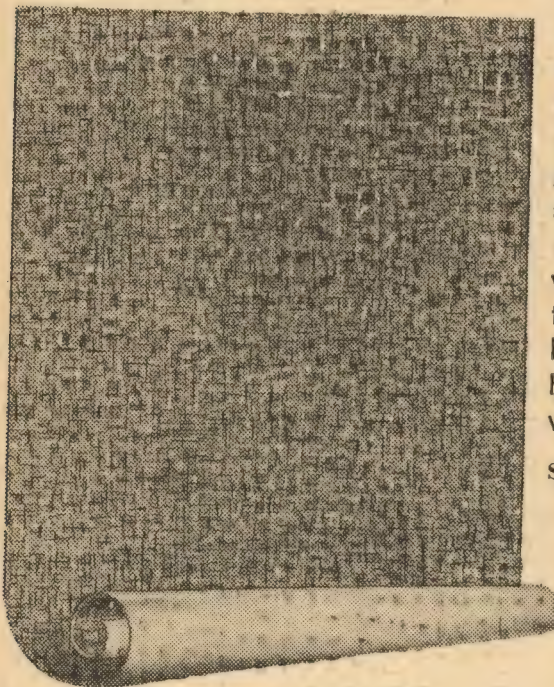
Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



One of the very newest of Sears texture wallpapers, 'HOMESPUN' has a charm all its own. It is a grand pattern for the dining room, living room or den, and makes a splendid paper for halls and stairways, too. Used with upholstery, draperies or floor coverings of Tuscan wine color, and with either modern or traditional furnishings. Doesn't have to be matched, so it is so very easy to hang, saving you time, bother and extra work.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03503—
See sample over. Guaranteed sunfast for 3 years.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 8 ounces. **78c**

BORDER TO MATCH

DAWN GRAY..53 C 03503—2½ inches wide.
Shipping weight per yard 1 ounce. Per yard... **6c**

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DEN	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.30	\$4.86
12x14 ft.	6	3	20	8.04	5.88
14x16 ft.	7	4	22	9.66	6.78

For more complete table of room sizes, see Page 82

HARMONIZING CEILING PAPER

WHITE..53 C 03035—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 8 ounces. **72c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

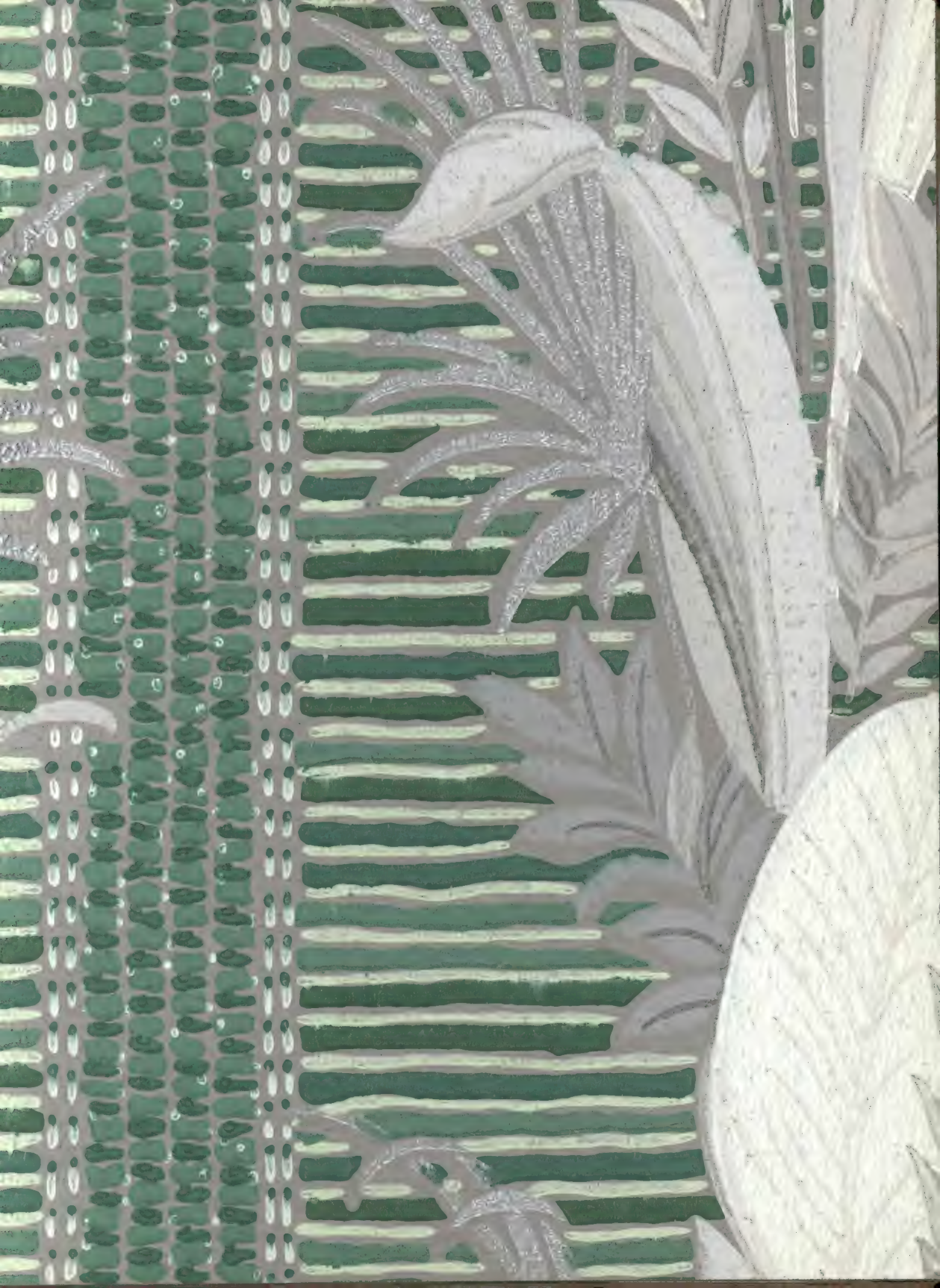
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

For other Tools and Supplies see Pages 83 and 84

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'TAMPA'—an exciting new pattern in your choice of two lovely Harmony House colors

SUNFAST • EXTRA HEAVY • SEMI-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Yes, exciting best describes this new Sears pattern, with its exotic-looking leaf design on a background of Harmony House Dawn gray and Mint green. Should your upholstery, floor coverings or draperies be in brown, we can supply the same pattern with a background of Parchment brown. (See below.) 'TAMPA' goes beautifully with either modern or traditional furnishings. It is exceptionally easy to hang, being semi-trimmed.

SIDEWALL PAPERS

HARMONY HOUSE MINT GREEN and DAWN GRAY.. 53 C03500—See sample over. Guaranteed sunfast 3 years.

PARCHMENT BROWN..53 C 03501—Same pattern as above, but background is Parchment brown. These are Harmony House colors that "go together" with your other furnishings. See this background color on page 44. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces.78c

BORDERS TO MATCH

MINT GREEN and DAWN GRAY..53 C 053500—2½ inches wide.

PARCHMENT BROWN..53 C 053501—Not shown—2½ inches wide. Shipping weight per yard 1 ounce.Per yard...6c

HARMONIZING CEILING PAPER

WHITE..53 C 03035—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 8 ounces.72c

You will want to order some Supplies when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	* Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.30	\$4.86
12x14 ft.	6	3	20	8.04	5.88
14x16 ft.	7	4	22	9.66	6.78

For more complete table of room sizes, see Page 82

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'YUCATAN'—a smart-looking, modern embossed paper for any downstairs room

SUNFAST • EXTRA HEAVY • SEMI-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

This distinctive new pattern fulfills all the requirements for a charming downstairs paper. A modern design, it is both brilliant and style-perfect, and it goes wonderfully with your present furnishings, whether they be modern or traditional. Its accents of Harmony House Sunshine yellow and silver will help to brighten the darkest room. 'YUCATAN' is easy to hang because semi-trimmed. Guaranteed sunfast for 3 years.



SIDEWALL PAPER

WHITE..53 C 03504—See sample over.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 8 ounces. **78c**

BORDER TO MATCH

WHITE..53 C 053504—2½ inches wide.
Shipping weight per yard 1 ounce. Per yard. **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03035—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 8 ounces. **72c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

MASTER-MIXED WALLPAPER REMOVER

Just mix with water. 4 oz. for 10 x 12-ft. room.
53 C 530—4 oz. Shpg. wt. 10 oz. **29c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.30	\$4.86
12x14 ft.	6	3	20	8.04	5.88
14x16 ft.	7	4	22	9.66	6.78

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'WEAVER'S PLUME'—to brighten and transform any downstairs room

SUNFAST • EXTRA HEAVY • SEMI-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



This extremely popular pattern may be used in any downstairs room, and, in its range of colorings will harmonize beautifully with modern or traditional furnishings in a wide variety of color schemes. Has a textured effect . . . very popular now. Use with 'WEAVER'S PLUME' in the Tuscan wine color draperies and carpeting in Dawn gray. With the Federal gold pattern (shown in miniature on Page 44) use decorative accessories in Dawn gray. Both patterns are semi-trimmed.

SIDEWALL PAPER

HARMONY HOUSE TUSCAN WINE AND DAWN GRAY..53 C 03505—See sample over. Guaranteed sunfast for three years.

SUNSHINE YELLOW AND DAWN GRAY..53 C 03506—Same pattern as above, but with highlights of Sunshine Yellow. (See miniature sample on page 44.)

These are Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 8 ounces. **78c**

BORDER TO MATCH

WINE AND GRAY—53 C 053505

SUNSHINE YELLOW AND GRAY..53 C 053506—2½ inches wide.

Shipping weight per yard 1 ounce. Per yard... **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03035—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 8 ounces. **72c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DEN	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.30	\$4.86
12x14 ft.	6	3	20	8.04	5.88
14x16 ft.	7	4	22	9.66	6.78

For more complete table of room sizes, see Page 82

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



E

PATTERNS 1/2 ACTUAL SIZE



G



F

PRICES ON BACK OF PAGE



H

F "WEAVER'S PLUME"

- ★ **SUNFAST** ★ **EXTRA HEAVY**
- ★ **SEMI-TRIMMED** ★ **EMBOSSSED**
- ★ **HARMONY HOUSE COLOR**

For downstairs use, traditional or modern

SINGLE ROLL 8 YARDS LONG **39c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$6.30 to paper the average 10x12-foot room
(including sidewalls, border and ceiling)

SIDEWALL PAPER..Sunshine Yellow—53 C 03506
(Not washable.) Double roll 16 yards long,
18 inches wide. Shpg. wt. 2 lbs. 6 oz. **78c**

BORDER TO MATCH..Sunshine Yellow—53 C 053506
(Not washable.) 2½ inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER..White—53 C 03035
(Not washable.) Not shown. Double roll 16 yds.
long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. **72c**

SEE THE REVERSE SIDE OF THIS PAGE FOR SAMPLES OF WALLPAPER PATTERNS DESCRIBED HERE
Write for Color Card 6451K for harmonizing paint colors

H "TAMPA"

- ★ **SUNFAST** ★ **EXTRA HEAVY**
- ★ **SEMI-TRIMMED** ★ **EMBOSSSED**
- ★ **HARMONY HOUSE COLOR**

For downstairs use, modern or traditional

SINGLE ROLL 8 YARDS LONG **39c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$6.30 to paper the average 10x12-foot room
(including sidewalls, border and ceiling)

SIDEWALL PAPER..Harmony House Parchment Brown—53 C 03501
(Not washable.) Double roll 16 yards long,
18 inches wide. Shpg. wt. 2 lbs. 6 oz. **78c**

BORDER..Parchment Brown—53 C 053501
(Not washable.) 2½ inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER..White—53 C 03035
(Not washable.) Not shown. Double roll 16 yds.
long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. **72c**

E "MEXICAN LEAVES"

- ★ **SUNFAST** ★ **WASHABLE**
- ★ **PRE-TRIMMED** ★ **EMBOSSSED**
- ★ **HARMONY HOUSE COLOR**

Suggested for downstairs rooms

SINGLE ROLL 8 YARDS LONG **53c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$8.18 to paper the average 10x12-foot room
(including sidewalls, border and ceiling)

SIDEWALL PAPER..Harmony House Sage Green—53 C 03240
Double roll 16 yards long,
18 inches wide. Shpg. wt. 2 lbs. 6 oz. **\$1.06**

BORDER TO MATCH..Sage Green—53 C 053240
2½ inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **7c**

HARMONIZING CEILING PAPER..White—53 C 03010
(Washable.) Not shown. Double roll 16 yards
long, 18 inches wide. Shpg. wt. 2 lbs. 6 oz. **88c**

G "VICTORIA"

- ★ **SUNFAST** ★ **SEMI-TRIMMED**
- ★ **EXTRA HEAVY** ★ **EMBOSSSED**
- ★ **HARMONY HOUSE COLOR**

For bedrooms or any downstairs room

SINGLE ROLL 8 YARDS LONG **39c** SOLD ONLY IN DOUBLE ROLLS

Costs only \$6.30 to paper the average 10x12-foot room
(including sidewalls, border and ceiling)

SIDEWALL PAPER..Dawn Gray and Sage Green—53 C 03508
(Not washable.) Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces. **78c**

BORDER TO MATCH..Dawn Gray—53 C 053508
(Not washable.) 2½ inches wide. Sold by the yard.
Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER..White—53 C 03035
(Not washable.) Not shown. Double roll 16 yds.
long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. **72c**



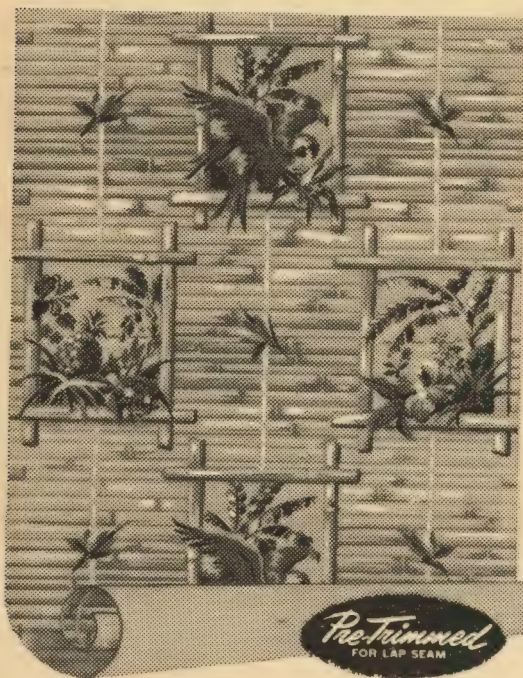
'BAMBOO VISTA'—a refreshingly different new pattern for your kitchen

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS **46c** SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



You can add a lot of extra brightness and color to your kitchen by hanging this sparkling new pattern on its walls. Tropical foliage and flowers run riot on the bamboo-effect background of this paper. Furnished in your choice of two colors, Mint green and Parchment beige. Use it in your dinette, too, if you wish, and it makes a grand pattern for the bathroom. Guaranteed sunfast and washable for three years, this is a Sears Pre-Trimmed pattern that is so easy to hang.

SIDEWALL PAPERS

HARMONY HOUSE MINT GREEN..53 C 03350—
See sample over. Guaranteed sunfast and washable.

HARMONY HOUSE PARCHMENT BEIGE..53 C 03351.
Pattern identical with above except that color of bamboo is Parchment beige instead of Mint green.

These are Harmony House colors. They "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....92c

BORDERS TO MATCH

MINT GREEN..53 C 053350—2½ inches wide.

PARCHMENT BEIGE..53 C 053351—2½ in. wide.

Shipping weight per yard 1 ounce.....Per yard...6c

HARMONIZING CEILING PAPER

WHITE..53 C 03022—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....84c

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that eliminates most paste stains. Enough to do average 10x12-ft. room.

53 C 511—½-lb. package. Shpg. wt. 12oz.....55c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	KITCHEN	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
	Ideal	Excellent		Good	

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.24	\$5.56
12x14 ft.	6	3	20	9.24	6.72
14x16 ft.	7	4	22	11.12	7.76

For more complete table of room sizes, see Page 82

← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'ROYAL LILIES'—use this lovely floral upstairs or down. Choice of two colors

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Perfect for downstairs rooms in the pattern sampled, with the new color, greige, for a background; equally good as a bedroom paper in the companion pattern (53 C 03331), with background of Harmony House Mint green. 'ROYAL LILIES' is a Pre-Trimmed paper (no left hand selvage to remove) which makes it much easier to hang. It is also sunfast and washable, and guaranteed for three full years! Use with decorative accents of Harmony House Tuscan wine and Sage green.

SIDEWALL PAPERS

GREIGE..53 C 03330—See sample over. Guaranteed both sunfast and washable.

HARMONY HOUSE MINT GREEN..53 C 03331

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds..... **78c**

BORDERS TO MATCH

GREIGE..53 C 053330—2 inches wide.

MINT GREEN..53 C 053331—2 inches wide.

Shipping weight per yard 1 ounce...Per yard... **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03030—Not shown. Double roll 16 yards long, 18 inches wide. Shpg. wt. 2 lbs..... **78c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz..... **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz..... **27c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DI-NETTE	BED-ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	22	9.90	6.78

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'HARTFORD'—a quaint, colorful Pre-Trimmed pattern of which you'll never tire

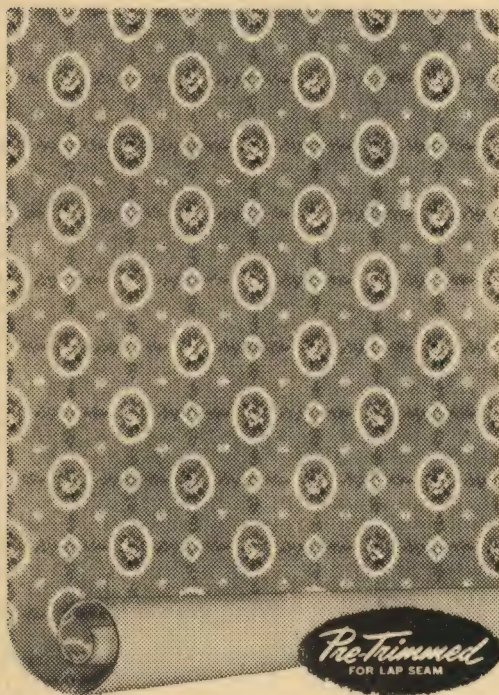
SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

46c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



Something very special for your bedroom or downstairs rooms is this beautiful pre-trimmed pattern. It will go wonderfully well with provincial or traditional furnishings. You can achieve well-nigh perfect color harmony by using accent notes of Harmony House Tuscan wine in draperies and floor coverings. Extremely easy to hang, this paper is printed on heavy stock and is both sunfast and washable. Why not select it for one or more of your rooms?

SIDEWALL PAPER

HARMONY HOUSE SAGE GREEN..53 C 03325—
See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **92c**

BORDER TO MATCH

SAGE GREEN..53 C 053325—2¼ inches wide.
Shipping weight per yard 1 ounce. . . . Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03022—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **84c**

You will want to order some of these Supplies when ordering Wallpaper.

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that eliminates most paste stains.
53 C 511—½-lb. pkg. Shpg. wt. 12 oz. **55c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	DINING ROOM	LIVING ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.24	\$5.56
12x14 ft.	6	3	20	9.24	6.72
14x16 ft.	7	4	22	11.12	7.76

For more complete table of room sizes, see Page 82

← **SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE**



'MAPLE AND IVY'—a brand new downstairs paper at a remarkably low price

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

39c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



Here is a charming new pattern that is sure to win thousands of friends on sight! Maple leaves in a delicate Harmony House shade of Valley rose, combine with ivy sprigs of Harmony House Sage green, on a lovely background of HH Parchment beige, to make a delightful pattern that will "make over" any downstairs room. Use 'MAPLE AND IVY' with either traditional or modern furnishings. A Pre-Trimmed paper that is guaranteed sunfast and washable for long service.

SIDEWALL PAPER

HARMONY HOUSE PARCHMENT BEIGE . . 53 C 03400—

See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **78c**

BORDER TO MATCH

SAGE GREEN . . 53 C 053400—2 1/4 inches wide.

Shipping weight per yard 1 ounce. **Per yard . . 6c**

HARMONIZING CEILING PAPER

WHITE . . 53 C 03030—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **78c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

MASTER-MIXED WALLPAPER REMOVER

4-oz. bottle enough for 10 x 12-ft. room.

53 C 530—4 oz. Shpg. wt. 10 oz. 29c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$6.42	\$4.86
12x14 ft.	6	3	20	8.22	5.88
14x16 ft.	7	4	22	9.90	6.78

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'COLONIAL STENCIL'—a Pre-Trimmed pattern for striking effects, upstairs or downstairs

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

We think you'll agree with us when we say 'COLONIAL STENCIL' is one of our most charming new patterns. It is so outstanding you will want to use it as a bedroom paper and for one of your favorite downstairs rooms also. Goes perfectly with provincial or traditional furnishings. Printed on extra heavy stock, it is pre-trimmed at the factory for easier hanging. Sunfast? Yes! Washable? Certainly! And guaranteed to be both for 3 years!

SIDEWALL PAPER

HARMONY HOUSE SPICE BROWN..53 C 03231—See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **\$1.40**

BORDER TO MATCH

SAGE GREEN..53 C 053231—2 inches wide. Shipping weight per yard 1 ounce. . . . Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **88c**

You will want to order some of these Supplies when ordering Wallpaper.

Rooms where this paper can be used

BED-ROOM	DINING ROOM	LIVING ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.88	\$ 8.12
12x14 ft.	6	3	20	12.44	9.80
14x16 ft.	7	4	22	14.86	11.34

For more complete table of room sizes, see Page 82

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that practically eliminates most paste stains. Enough for average 10x12 ft. room. **53 C 511**—1/2-lb. pkg. Shpg. wt. 21 oz./ **55c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better. **53 C 508**—1-lb. bag. Shpg. wt. 1 lb. 4 oz./ **27c**

For other Tools and Supplies see Pages 83 and 84

← **SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE**



'DOGWOOD'—brings bright Spring blossoms into the home 12 months in the year

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.88	\$ 8.12
12x14 ft.	6	3	20	12.44	9.80
14x16 ft.	7	4	22	14.86	11.34

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Everyone who loves the Springlike beauty of dogwood blossoms—and who does not?—will see tremendous possibilities in this new pattern for achieving striking decorative effects. Particularly when combined with its companion paper, 53 C 03177 listed below, the same background without the dogwood blossoms. For adjoining downstairs rooms these two papers are ideal. Both patterns are Pre-Trimmed, sunfast and washable.

SIDEWALL PAPERS

HARMONY HOUSE COLONIAL BLUE..53 C 03220—

See sample over. Guaranteed both sunfast and washable.

COLONIAL BLUE GRASS CLOTH..53 C 03177—Not shown. Background and color same as 53 C 03220 above, but without dogwood flowers.

Harmony House colors. "Go together" with your other furnishings. Simplifies decorating. Double roll

16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. . . \$1.40

BORDERS TO MATCH

COLONIAL BLUE..53 C 053220—3 inches wide.

COLONIAL BLUE GRASS CLOTH..53 C 03177—2 1/4 inches wide.

Shipping weight per yard 1 ounce. . . Per yard. . . 7c

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. 88c

*You will want to order some
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

For other Tools and Supplies see Pages 83 and 84



'VINEWALL'—offering four wonderful Pre-Trimmed combinations for downstairs rooms

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED



SINGLE ROLL
8 YARDS

70c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

The colorful sample you see on the reverse side of this sheet is but one of four delightful combinations you can enjoy with 'VINEWALL.' You also may obtain it with Dawn gray background only, without foliage shown as on sample (53 C 03203), or like sample but with Spice beige background (53 C 03200), or with Spice beige background only (53 C 03201). See full color illustration of Spice beige on back cover.

SIDEWALL PAPERS

HARMONY HOUSE DAWN GRAY and CHARTREUSE..
53 C 03202—See sample over. Guaranteed both sunfast and washable.

DAWN GRAY..53 C 03203—Background pattern and color same as 53 C 03202 above, except that leaves are omitted. See illustration at left.

SPICE BEIGE and CHARTREUSE..53 C 03200—Pattern identical with 53 C 03202 except background is Spice beige. Shown in full color on back cover.

SPICE BEIGE..53 C 03201—Background pattern and color same as 53 C 03200 above, except that leaves are omitted. Shown in full color on back cover.

These are Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**\$1.40**

BORDERS TO MATCH

DAWN GRAY and CHARTREUSE..53 C 053202

DAWN GRAY..53 C 053203

SPICE BEIGE and CHARTREUSE..53 C 053200

SPICE BEIGE..53 C 053201

Above borders are all 2½ inches wide.

Shipping weight per yard 1 ounce.....Per yard...**7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**88c**

← **SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE**



'DESERT BEAUTY'—in two types and colors, one a Pre-Pasted 4-Star Feature pattern

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

60c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

One of the most delightful patterns we have ever offered for the kitchen, dinette or bath! Gay and colorful, it will make any room brighter and more cheerful. We offer it as a Pre-Trimmed pattern with white background (see sample over), and as a Pre-Trimmed, Pre-Pasted 4-Star Feature pattern with Dawn gray background as shown in full color on page 7, and as listed in box below.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03282—See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **\$1.20**

BORDER TO MATCH

DAWN GRAY..53 C 053282—2 inches wide. Shipping weight per yard 1 ounce. . . . Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown. Double roll 16 yds. long, 18 in. wide. Shpg. wt. 2 lbs. 6 oz. . . . **88c**

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent		Suitable	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82

4-STAR FEATURE PRE-PASTED

Wallpaper hanging becomes marvelously easy with Sears new Pre-Pasted Wallpaper. Also Pre-Trimmed for lap seam hanging. Pattern is same as 53 C 03282, above. See color illustration on page 7. Guaranteed sunfast and washable for 3 years.

PRE-PASTED SIDEWALL PAPER

DAWN GRAY..53 C 03868
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 12 oz. . . . Per double roll **\$1.60**

PRE-PASTED BORDER TO MATCH

DAWN GRAY..53 C 053868—2 1/4 inches wide.
Shipping weight per yard 1 ounce. Yard **7c**

PRE-PASTED HARMONIZING CEILING PAPER

WHITE..53 C 03009—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 12 oz. . . . Per double roll **\$1.20**



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'CAPE COD GARDEN'—reminiscent of a sunny New England afternoon

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

60c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



All the old-fashioned flowers that sway in the summer sun in a quaint New England garden are reproduced in this grand pattern, for which we know you will find rooms a-plenty where you will wish to have it hung. The background of Harmony House Sage green provides a cool tone for the riot of color presented by jonquils, Queen Anne's lace, daisies and other favorite blossoms you will discover in 'CAPE COD GARDEN.' A sunfast, washable and pre-trimmed pattern on embossed stock.

SIDEWALL PAPER

HARMONY HOUSE SAGE GREEN..53 C 03221—

See sample over. Guaranteed sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**\$1.20**

BORDER TO MATCH

SAGE GREEN..53 C 053221—2 inches wide.

Shipping weight per yard 1 ounce.....Per yard.. **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that practically eliminates most paste stains.

53 C 511—1/2-lb. pkg. Shpg. wt. 12 oz.....55c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....27c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	BEDROOM
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$ 7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'TEMPLE GARDEN'—a colorful Oriental pageant for your downstairs rooms

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	POWDER ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 9.88	\$ 8.12
12x14 ft.	6	3	20	12.44	9.80
14x16 ft.	7	4	22	14.86	11.34

For more complete table of room sizes, see Page 82

SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

SINGLE ROLL
8 YARDS

70c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

That dining room of yours—how it will glow with the Oriental pageantry of this tapestry-like pattern! Ideal in the breakfast room, den or hall; and made to order for any powder room! We can supply it in your choice of two background colors, Harmony House Cherry red or Sage green (53 C 03206) listed below. Guaranteed sunfast and washable for three years. It is another of Sears new Pre-Trimmed patterns, so very easy to hang!

SIDEWALL PAPERS

HARMONY HOUSE CHERRY RED..53 C 03205—See sample over. Guaranteed both sunfast and washable.

HARMONY HOUSE SAGE GREEN..53 C 03206—Not shown. Same design as 53 C 03205 above, but with Sage green background.

These are Harmony House colors. "Go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....\$1.40

BORDERS TO MATCH

CHERRY RED..53 C 053205—2½ inches wide.

SAGE GREEN..53 C 053206—2½ inches wide.

Shipping weight per yard 1 ounce.....Per yard...7c

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....88c

[You will want to order some of these]

Supplies when ordering Wallpaper.

WORKMASTER CELLULOSE ADHESIVE

A clear adhesive that eliminates most paste stains.

53 C 511—½-lb. pkg. Shpg. wt. 12 oz.....55c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....27c

For other Tools and Supplies see Pages 83 and 84



'MEADOW FLOWERS'—a gay floral pattern for the bedroom or any downstairs room

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	22	11.28	7.76

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

SINGLE ROLL
8 YARDS

46c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Looking for a pattern you won't tire of for years; one that will remain sunfast; that you can wash repeatedly without harming the delicate colorings; a paper that's easy to hang because Sears Pre-Trimmed it at the factory? Well, here it is: 'MEADOW FLOWERS.' A delightfully gay pattern you can use in bedrooms or downstairs. Goes perfectly with provincial or traditional furnishings. Best of all: Sears guarantees it to be washable and sunfast for a period of three full years.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03283—
See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **92c**

BORDER TO MATCH

SAGE GREEN..53 C 053283—2¼ inches wide. Shipping weight per yard 1 ounce. Per yard.. **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03020—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **88c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

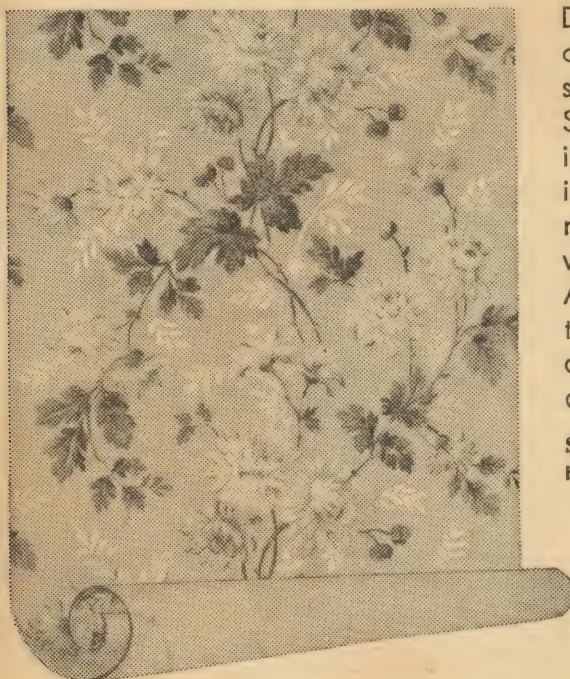
For other Tools and Supplies see Pages 83 and 84



'SUNBEAMS'—a genuine revelation in Sears value-giving for the home decorator

GUARANTEED SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

32c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Did you ever see such a bright, sunny, colorful pattern in a bedroom floral for such a small price? You'll agree that it's Sears for value-giving every time when it comes to wallpaper! This gay pattern is made to order for your favorite bedroom, where it will harmonize perfectly with traditional or provincial furnishings. A semi-trimmed paper that Sears guarantees to be sunfast for three years. By all means plan to use 'SUNBEAMS' in one of your rooms!

SIDEWALL PAPER

HARMONY HOUSE AQUAMARINE.. 53 C 03534—

See sample over. Guaranteed sunfast for 3 years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

BORDER TO MATCH

AQUAMARINE.. 53 C 053534—2¼ inches wide. Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER

WHITE.. 53 C 03038—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER PASTE TABLE

Box type. Easily stored with tools inside. Has many uses. 6 ft. long, 22½ inches wide open. 53 CM 665—Freight or express, 32 lbs. **\$10.95**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal			Good		Good

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SOUTHERN BELLE'—a budget-priced bedroom pattern of striking beauty

GUARANTEED SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

32c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Here is the paper to select for working a marvelous transformation in any bedroom at very low cost! 'SOUTHERN BELLE' has all the charm its name implies. Rely upon it to give long service, for Sears guarantee it sunfast for three years. It goes perfectly with your provincial or traditional furnishings. Use accent notes of Harmony House Tuscan rose in floor coverings, draperies or upholstery. Try 'SOUTHERN BELLE' soon!

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03526—See sample over. Guaranteed sunfast for three years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

BORDER TO MATCH

DAWN GRAY..53 C 053526—2½ inches wide. Shipping weight per yard 1 ounce. . . . Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER PASTE TABLE

6 feet long, 33 inches high. Folds to 22 inches wide. Freight or express.
53 CM 665—Shpg. wt. 32 lbs. **\$10.95**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal			Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



J

PATTERNS $\frac{1}{2}$ ACTUAL SIZE



L



K

PRICES ON BACK OF PAGE



M

K "SPRING BOUQUET"

SUNFAST **SEMI-TRIMMED**
★ STANDARD WEIGHT
★ HARMONY HOUSE COLOR

Bedroom pattern in choice of 2 colors

SINGLE ROLL **32c** SOLD ONLY IN
 8 YARDS LONG DOUBLE ROLLS

Costs only \$5.44 to paper the average 10x12-foot room
 (including sidewalls, border and ceiling)

A lovely pattern in either of its two color schemes—Cherry pink or Mint green, and one that will give splendid service.

SIDEWALL PAPERS..Cherry Pink—53 C 03531
 Mint Green..53 C 03525—Not shown.
 Double roll 16 yards long, 18 inches wide.
 Shipping weight 2 pounds. **64c**

BORDERS TO MATCH..Cherry Pink—53 C 03531
 Mint Green..53 C 03525—Not shown.
 2¼ inches wide. Sold by the yard.
 Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER
 White—53 C 03038
 Not shown. Double roll 16 yds. long, 18 inches wide.
 Shipping weight 2 pounds. **64c**

SEE THE REVERSE SIDE OF THIS PAGE FOR SAMPLES OF WALLPAPER PATTERNS DESCRIBED HERE
 All these papers guaranteed sunfast for 3 years

M "APRIL BLOSSOMS"

SUNFAST **SEMI-TRIMMED**
★ STANDARD WEIGHT
★ HARMONY HOUSE COLOR

For the bedroom or any downstairs room

SINGLE ROLL **32c** SOLD ONLY IN
 8 YARDS LONG DOUBLE ROLLS

Costs only \$5.44 to paper the average 10x12-foot room
 (including sidewalls, border and ceiling)

Yes, you can use 'APRIL BLOSSOMS' as a bedroom or downstairs paper with equally happy results! Guaranteed sunfast.

SIDEWALL PAPER..Dawn Gray—53 C 03532
 Double roll 16 yards long, 18 inches wide.
 Shipping weight 2 pounds. **64c**

BORDER TO MATCH..Dawn Gray—53 C 03532
 2½ inches wide. Sold by the yard.
 Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER
 White—53 C 03038
 Not shown. Double roll 16 yds. long, 18 inches wide.
 Shipping weight 2 pounds. **64c**

J "MONTERREY"

SUNFAST **SEMI-TRIMMED**
★ STANDARD WEIGHT
★ HARMONY HOUSE COLOR

Ideal for kitchen or dinette

SINGLE ROLL **32c** SOLD ONLY IN
 8 YARDS LONG DOUBLE ROLLS

Costs only \$5.44 to paper the average 10x12-foot room
 (including sidewalls, border and ceiling)

Picture this charming pattern, shown here in miniature, on the walls of your kitchen or dinette! Its colors are guaranteed sunfast.

SIDEWALL PAPER..Dawn Gray—Sunshine Yellow—
 53 C 03539—See sample over.
 Double roll 16 yards long, 18 inches wide.
 Shipping weight 2 pounds. **64c**

BORDER TO MATCH..White—53 C 03539
 2 inches wide. Sold by the yard.
 Shipping weight per yard 1 ounce. **6c**

HARMONIZING CEILING PAPER
 White—53 C 03038
 Not shown. Double roll 16 yds. long, 18 inches wide.
 Shipping weight 2 pounds. **64c**

L "OPEN WINDOWS"

SUNFAST **SEMI-TRIMMED**
★ STANDARD WEIGHT
★ HARMONY HOUSE COLOR

For use in kitchen or breakfast room

SINGLE ROLL **27c** SOLD ONLY IN
 8 YARDS LONG DOUBLE ROLLS

Costs only \$4.58 to paper the average 10x12-foot room
 (including sidewalls, border and ceiling)

Just about one of the nicest patterns we've ever offered at this low price. A grand paper for either kitchen or breakfast room.

SIDEWALL PAPER..Harmony House Mint Green—
 53 C 03570—See sample over.
 Double roll 16 yards long, 18 inches wide.
 Shipping weight 2 pounds. **54c**

BORDER TO MATCH..Mint Green—53 C 03570
 2¼ inches wide. Sold by the yard.
 Shipping weight per yard 1 ounce. **5c**

HARMONIZING CEILING PAPER
 White—53 C 03041
 Not shown. Double roll 16 yds. long, 18 inches wide.
 Shipping weight 2 pounds. **54c**



'WINTER GARDEN'—to bring a new note of joyous color to your kitchen or dinette

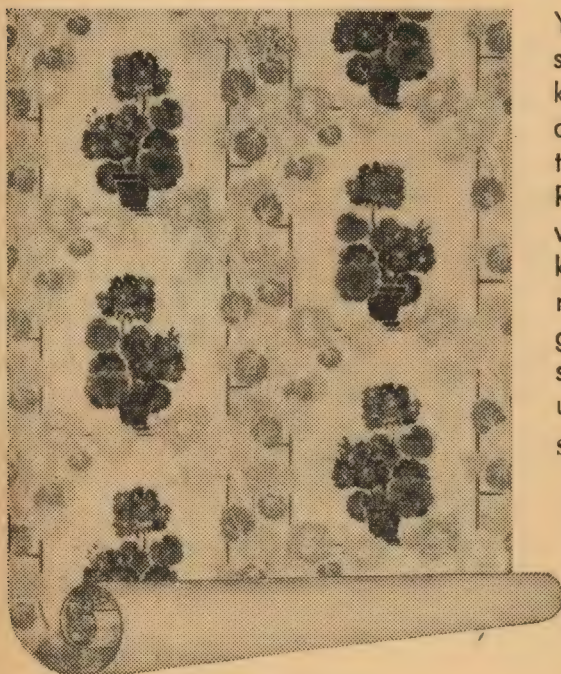
GUARANTEED SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

32c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



Yes, 'WINTER GARDEN' will put the essence of bright summer days on your kitchen walls all through the dull, drab days of winter. And at very low cost, too. Those gay pots of colorful Cherry Red geraniums, amidst green leaves, will go a long way toward making your kitchen or dinette into a brand new room! This is a Sears sunfast paper, guaranteed so for three years. And being semi-trimmed it is easy to hang. Brighten up your kitchen with 'WINTER GARDEN'!

SIDEWALL PAPER

HARMONY HOUSE CHERRY RED and DAWN GRAY..
53 C 03541—See sample over. Guaranteed sunfast for 3 years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

BORDER TO MATCH

CHERRY RED and DAWN GRAY..53 C 053541—2½ inches wide. Shipping weight per yard 1 ounce. . . . Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **64c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER PASTE WHIPPER

Mixes paste smoothly, quickly, easily.
53 C 750—Shipping weight 5 ounces. **29c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

KITCH- EN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'EARLY FRUIT'—perfect for the kitchen or breakfast room; inexpensive, too!

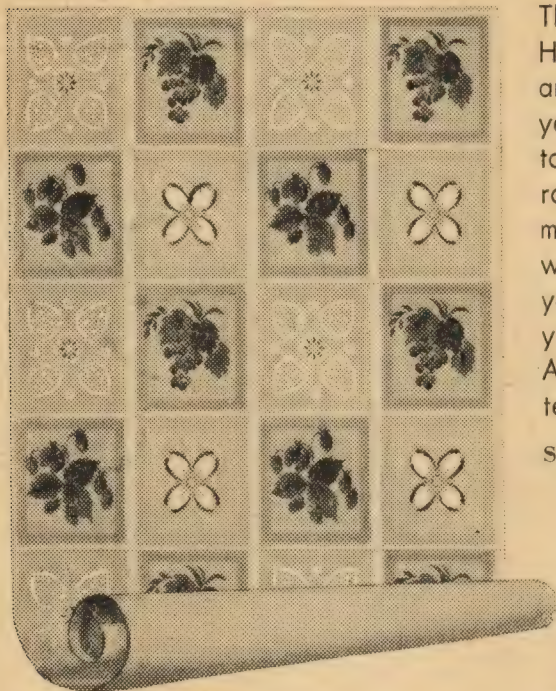
GUARANTEED SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

32c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



This brand new pattern with its cool Harmony House Mint green background and its accent notes of HH Sunshine yellow and Cherry red will enable you to "do over" your kitchen or breakfast room for an amazingly small sum of money. And what a charming room you will discover it to be! You'll love it. And your friends and neighbors will envy you its cheerful, carefree brightness. A semi-trimmed pattern that we guarantee to remain sunfast for three years.

SIDEWALL PAPER

HARMONY HOUSE MINT GREEN..53 C 03540—
See sample over. Guaranteed sunfast for three years.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **64c**

BORDER TO MATCH

MINT GREEN..53 C 053540—2 1/4 inches wide.
Shipping weight per yard 1 ounce. . . . Per yard... **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03038—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **64c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	BREAKFAST ROOM	KITCHEN	SUN ROOM	BATH	HALL OR STAIRWAY
	Suitable	Excellent	Good		

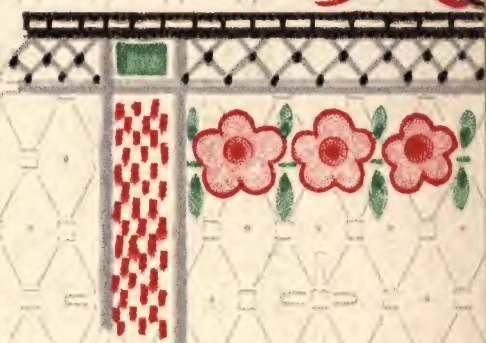
Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.44	\$4.16
12x14 ft.	6	3	20	6.96	5.04
14x16 ft.	7	4	22	8.36	5.80

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'CHANTICLEER'—an engraved pattern that is guaranteed both sunfast and washable

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • ENGRAVED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

60c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You'll say 'CHANTICLEER' is something to crow about when you see those gay cockerels and dainty gingham-like flowers on your kitchen or dinette walls! A grand pattern for the bathroom, too. But wherever you use it, remember it is guaranteed by Sears to be washable and sunfast for three full years. Its smooth, tile-like surface of ceramic stock is as easy to wipe clean as a china dish. Use with it accessories in HH Cherry red and Mint green for color harmony.

SIDEWALL PAPER

HARMONY HOUSE CHERRY RED and MINT GREEN..

53 C 03726—See sample over. Guaranteed both sunfast and washable. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **\$1.20**

BORDER TO MATCH

CHERRY RED and MINT GREEN..53 C 043726—
2½ inches wide.

Shipping weight per yard 1 ounce. . . . Per yard. . . **7c**

HARMONIZING CEILING PAPER

OFF WHITE..53 C 03028—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER 7-PC. TOOL KIT

53 C 550—KIT. Shipping weight 2 pounds. **\$1.39**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent		Good	

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'NEW BROCADE'—a bright, cheerful pattern that is ideal for any downstairs room

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

60c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Here is something new, different and utterly captivating in an engraved, embossed paper that will work wonders in modernizing any downstairs room. Its cheerful background of Harmony House Mint green will brighten any interior and provide that much-desired change of pace so much sought after in today's decorating. Extremely easy to hang, too, because it is a Harmony House Pre-Trimmed paper from which the left hand selvage is removed at the factory.

SIDEWALL PAPER

HARMONY HOUSE MINT GREEN..53 C 03725—

See sample over. Guaranteed sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**\$1.20**

BORDER TO MATCH

MINT GREEN..53 C 043725—2½ inches wide.

Shipping weight per yard 1 ounce. . . . Per yard... **7c**

HARMONIZING CEILING PAPERS

WHITE..53 C 03010 (Embossed)—Not shown.

OFF WHITE..53 C 03028 (Engraved)—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**88c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....27c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82



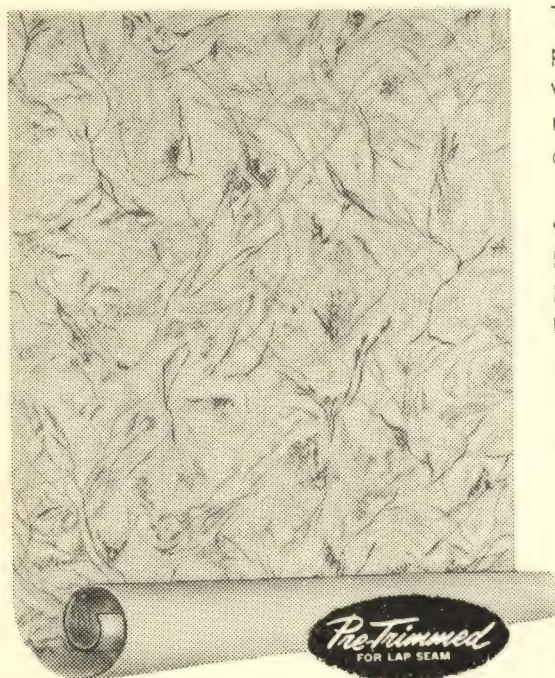
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'MARBLE ONYX'—a versatile engraved pattern for the kitchen, dinette or bath

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED • ENGRAVED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 30H6451C.



Rooms where this paper can be used

KITCHEN	DINING ROOM	DINETTE	SUN ROOM	BATH	CEILINGS
Ideal				Excellent	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	22	11.28	7.76

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

This sunfast, washable 'MARBLE ONYX' pattern in its three delightful color schemes will find a ready welcome into several rooms of your home. So easy to keep clean, so cheerful and bright, you'll want it in one or the other of its colors for your kitchen, bath or dinette. You will find it very easy to hang, since it is a Pre-Trimmed pattern from which the left hand selvage has been factory-removed as clean as a whistle; saves no end of time, bother and muss in hanging.

SIDEWALL PAPERS

WHITE WITH SAGE GREEN AND MALIBU PEACH.. 53 C 03730—See sample over. Guaranteed 3 years.
SUNSHINE YELLOW..53 C 03731—See sample over.
SAGE GREEN..53 C 03732—See sample over.
These are Harmony House colors. They "go together" with your other furnishings and simplify decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **92c**

BORDERS TO MATCH

WHITE BACKGROUND..53 C 043730—2½ in. wide.
SUNSHINE YELLOW..53 C 043731—2½ inches wide.
SAGE GREEN..53 C 043732—2½ inches wide.
Shipping weight per yard 1 ounce. . . . Per yard. . . **6c**

HARMONIZING CEILING PAPER

OFF WHITE ENGRAVED..53 C 03028—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds. **88c**

You will want to order some of these Supplies when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

For other Tools and Supplies see Pages 83 and 84



'CORONATION'—a distinctive Pre-Trimmed paper that is both sunfast and washable

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

60c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You'll find 'CORONATION' a glamorous pattern for any downstairs room, whether your furnishings be modern or traditional. Use it in the living room, den, dining room or hall. You will like its cool, sculptured freshness. Best of all, as it is Pre-Trimmed at the factory, you will find it very easy to hang. And it will give you years of splendid service, for we guarantee it to remain sunfast and withstand repeated cleaning for a term of at least three full years!

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03740—

See sample over. Guaranteed sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. **\$1.20**

BORDER TO MATCH

DAWN GRAY..53 C 043740—2¼ inches wide.

Shipping weight per yard 1 ounce. Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces. **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

7-PC. WORKMASTER TOOL KIT

All the correct tools you will need to hang wallpaper yourself. Illustrated on page 83.

53 C 550—KIT. Shpg. wt. 2 lbs. **\$1.39**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.88	\$7.12
12x14 ft.	6	3	20	11.24	8.60
14x16 ft.	7	4	22	13.46	9.94

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'OCEAN SPRAY'—a versatile paper you will wish to use in your favorite downstairs room

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

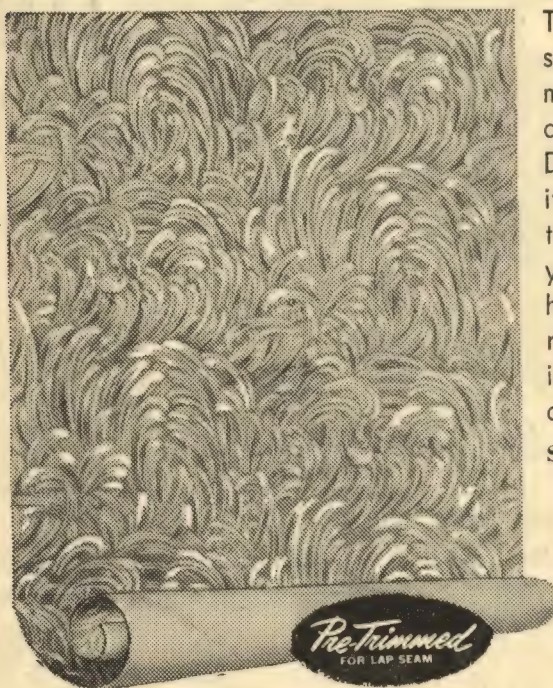
Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.

SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS



There is nothing static about this lovely sculptured-effect pattern—it has life and movement and charming coloring on a delicate background of Harmony House Dawn gray. All these combine to make it an ideal pattern for use with traditional or modern furnishings. In fact, you will want this beautiful paper for hanging in your favorite downstairs room—living room, den, library or dining room. It is a Pre-Trimmed pattern, and is both sunfast and washable.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03741—See sample over. Guaranteed sunfast and washable for 3 years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **\$1.06**

BORDER TO MATCH

DAWN GRAY..53 C 043741—2¼ inches wide. Shipping weight per yard 1 ounce. Per yard . . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

12-INCH SMOOTHING BRUSH

Two rows of white Tampico bristles stapled into lacquered hardwood handle. **53 C 628**—Shpg. wt. 12 oz. **39c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable			Good	Good

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82

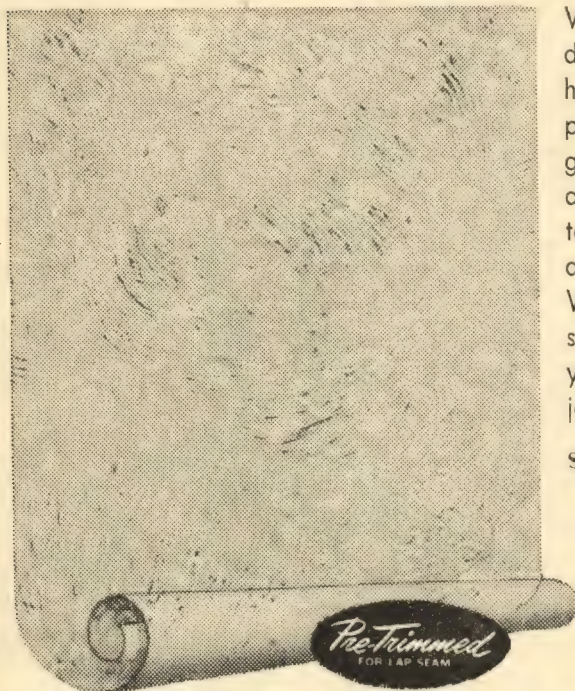
← SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'BLOSSOM PLASTER'—a sparkling embossed pattern of which you will never tire

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

We believe this to be one of the most distinctive and attractive patterns we have ever offered in a plaster-effect paper. The sparkling gold color background adds warmth and richness to the artistically embossed design of the pattern and makes it an ideal choice for any downstairs room, hall, or even the bath. We guarantee this paper to be both sunfast and washable for three full years. And we know you will find it a joy to hang this Pre-Trimmed pattern!

SIDEWALL PAPER

GOLD BACKGROUND..53 C 03742—See sample over. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **92c**

BORDER TO MATCH

GOLD BACKGROUND..53 C 043742—2¼ in. wide. Shipping weight per yard 1 ounce. Per yard... **6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds 6 ounces. **88c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

For other Tools and Supplies see Pages 33 and 34

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent		Good	Good

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	22	11.28	7.76

For more complete table of room sizes, see Page 32



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'PROVINCETOWN'—an engraved woodgrain pattern with a wide variety of applications

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Seldom have we offered a pattern with such versatility or such charm as 'PROVINCETOWN.' You can use it to excellent advantage in your kitchen, living room, den, dining room or play room. It brings to your home at very low cost the charm of Old New England wood paneling. For all who love the exquisite grain-ing of knotty pine this pattern produces a charming interior that will withstand repeated washings. We guarantee it to be sunfast and washable for three years. Pre-Trimmed for extra convenience.

SIDEWALL PAPER

PINE . . 53 C 03738—See sample over.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds **92c**

BORDER TO MATCH

PINE . . 53 C 043738—2½ inches wide.
Shipping weight per yard 1 ounce . . . Per yard . . . **6c**

HARMONIZING CEILING PAPER

WHITE . . 53 C 03010—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces **88c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

WORKMASTER TOOL KIT

All the tools you need. Described on page 83.
53 C 550—7 pc. kit. Shpg. wt. 2 lbs. **\$1.39**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	PLAY ROOM	SUN ROOM	DEN	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good	Excellent	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.32	\$5.56
12x14 ft.	6	3	20	9.36	6.72
14x16 ft.	7	4	22	11.28	7.76

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'AIR ADVENTURE'—a colorful scenic pattern that will stir any boy's imagination

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

46c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

This exciting pattern picturing flying travel in far-off lands is alive with the gay sparkle of bright colorings—green islets, Chinese temples and sun-swept beaches—on an ocean background of calm Colonial blue. While it is made to order for a boy's room, it will find a ready place in playrooms, too, and will grip the imaginations of grown-ups as well as youngsters. Printed on heavy pre-trimmed stock, it is both sunfast and washable, and will give years of splendid service.

SIDEWALL PAPER

HARMONY HOUSE COLONIAL BLUE . . 53 C 03365—See sample over. Guaranteed sunfast and washable.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **92c**

BORDER TO MATCH

COLONIAL BLUE . . 53 C 053365—2¼ inches wide. Shipping weight per yard 1 ounce. . . Per yard. . . **6c**

HARMONIZING CEILING PAPER

WHITE . . 53 C 03022—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **84c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER FOLDING PASTE TABLE

22 in. wide, 33 in. high when open. Sturdy wood construction. 53 CM 665—6-foot table. Shpg. wt. 32 lbs. . . . **\$10.95**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BOYS ROOM	PLAY ROOM	BATH	HALL OR STAIRWAY
		Excellent	Good		

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 7.24	\$5.56
12x14 ft.	6	3	20	9.24	6.72
14x16 ft.	7	4	22	11.12	7.76

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'PRINCESS STRIPE'—crisp and fresh-looking as chintz curtains in the morning sun

SUNFAST • WASHABLE • HEAVY WEIGHT • PRE-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

32c SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

For your bedroom, powder room or bath you're going to love this colorful and dainty pattern! Each lacy stripe is adorned with myriads of pink rosebuds amidst green leaves, interwoven with a narrow ribbon of Colonial blue on the lovely Malibu peach background. These wonderful Harmony House colors "go together" with your other furnishings from Sears—combine to produce a charm you will enjoy for many years. For this pattern is both washable and sunfast.

SIDEWALL PAPER

HARMONY HOUSE MALIBU PEACH..53 C 03426—
See sample over. Guaranteed sunfast and washable.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds..... **64c**

BORDER TO MATCH

MALIBU PEACH..53 C 053426—3 inches wide.
Shipping weight per yard 1 ounce.....Per yard..**6c**

HARMONIZING CEILING PAPER

WHITE..53 C 03030—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds.....**78c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz..... 37c

WORKMASTER ROTARY TRIMMER

Gives neat ruler-straight edges. 1½-inch wheel blade.
5-foot zinc cutting strip. 5-foot wood straight edge.
53 C 0646L—3-piece outfit. Shpg. wt. 3 lbs..... \$1.79

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	POWDER ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable				

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$5.72	\$4.16
12x14 ft.	6	3	20	7.38	5.04
14x16 ft.	7	4	22	8.92	5.80

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'MEXICAN LEAVES'—a modern downstairs paper that is style-perfect for today's interiors

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Whether your furnishings be modern or traditional, you will find this dramatic and colorful pattern not only "goes together" with them, but actually does something to add to their charm. Use it for any downstairs room. Its soft background of Harmony House Dawn gray, with floral notes of Tuscan wine and Sunshine yellow will produce a stunning-looking room. Or, if you prefer, select the same pattern in Sage green background, No. 53 C 03240, below.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03241—

See sample over. Guaranteed sunfast and washable.

HARMONY HOUSE SAGE GREEN..53 C 03240—

Same as 53 C 03241, above, but with Sage green background.

Harmony House colors "go together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**\$1.06**

BORDER TO MATCH

DAWN GRAY..53 C 053241—2½ inches wide.

SAGE GREEN..53 C 053240—2½ inches wide.

Shipping weight per yard 1 ounce.....Per yard...**7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds 6 ounces.....**88c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'FIESTA'—one of our loveliest downstairs papers, a fitting companion to 'Mexican Leaves'

SUNFAST • WASHABLE • EXTRA HEAVY • PRE-TRIMMED • EMBOSSED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$ 8.18	\$6.42
12x14 ft.	6	3	20	10.40	7.76
14x16 ft.	7	4	22	12.48	8.96

For more complete table of room sizes, see Page 82

SINGLE ROLL
8 YARDS

53c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Here is a wallpaper so versatile you will find it fits in beautifully in any room you wish to use it. And it goes well with several other patterns. Hang 'FIESTA' in your living room, for example, and its charming companion pattern, 'Mexican Leaves' (see preceding page), in your dining room. The combination will delight you. 'FIESTA' goes beautifully with modern or traditional furnishings, with floor coverings, curtains or upholstery in Tuscan wine or Sunshine yellow.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03243—
See sample over. Guaranteed sunfast and washable.
A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces. **\$1.06**

BORDER TO MATCH

DAWN GRAY..53 C 053243—2½ inches wide.
Shipping weight per yard 1 ounce. Per yard. . . **7c**

HARMONIZING CEILING PAPER

WHITE..53 C 03010—Not shown.
Double roll 16 yards long, 18 inches wide.
Shipping weight 2 pounds 6 ounces. **88c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough to do 6 double rolls.
53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.
53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz. **27c**

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'GRADUATION'—a sparkling bedroom paper for the sweet girl graduate of any age!

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store... or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

This utterly charming bedroom paper with its gay festoons of pink and red roses and green leaves on a dainty background of Harmony House Federal gold will recall Graduation Day to Sister Sue and mother, too, and probably to Grandma as well! What a bright, cheerful room it will make of your darkest bedroom; and what a transformation it will achieve in your favorite bedroom. And for so little you can have its freshness and beauty! Order 'GRADUATION' today!

SIDEWALL PAPER

HARMONY HOUSE FEDERAL GOLD...53 C 03560—

See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....54c

BORDER TO MATCH

FEDERAL GOLD...53 C 053560—2¼ inches wide.

Shipping weight per yard 1 ounce....Per yard... 5c

HARMONIZING CEILING PAPER

WHITE...53 C 03041—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....54c

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

WORKMASTER HINGED PASTE BOARDS

22½ in. wide, zinc strip included. Sturdy, wood.

53 CM 667—6-foot length. Shpg. wt. 15 lbs.\$5.59

Rooms where this paper can be used

BED-ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal					Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'PUSSYWILLOW PRINT'—a dainty pattern that will work a miracle in any room at low cost

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Yes, in any room in your home, upstairs or down, this dainty 'PUSSYWILLOW PRINT' will achieve a bright miracle in charming color at low cost. Refer to table at left below to see how little it really does cost to use! Then order it for any bedroom, any room downstairs, and note how its Colonial blue background and accent notes of Tuscan rose and wine transform that room like magic. It's a grand pattern for use with traditional furnishings!

SIDEWALL PAPER

HARMONY HOUSE COLONIAL BLUE..53 C 03561—

See sample over. Guaranteed sunfast for three years. A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.54c

BORDER TO MATCH

COLONIAL BLUE..53 C 053561—2¼ inches wide. Shipping weight per yard 1 ounce. . . . Per yard. . . . 5c

HARMONIZING CEILING PAPER

WHITE..53 C 03041—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds.54c

You will want to order some of these Supplies when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

MASTER-MIXED WALLPAPER REMOVER

Mix with water. 4-oz. bottle enough for 10x12-ft. room. 53 C 530—4 oz. Shpg. wt. 10 oz.29c

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82

For other Tools and Supplies see Pages 83 and 84



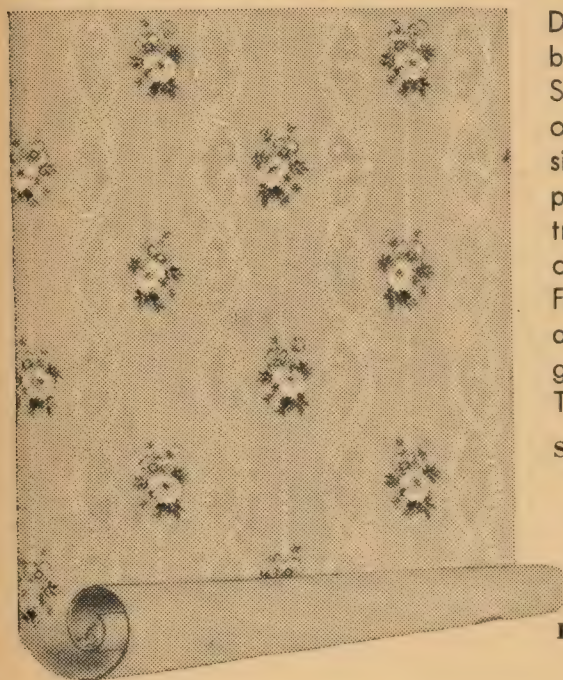
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SALEM INN'—a sensational value in a rich-looking bedroom paper

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Did you ever see such a bright, sparkling bedroom paper for a price as little as Sears ask for 'SALEM INN'? Take another look at the pattern on the reverse side of this sheet—then note the low price. A wonderful paper for use with traditional furnishings. That delicate orchid background with its floral accents of Federal gold and Colonial blue will make any bedroom bright and cheerful. Sears guarantee the colors to be sunfast, too. This is semi-trimmed paper, easy to hang.

SIDEWALL PAPER

ORCHID..53 C 03562—See sample over.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds54c

BORDER TO MATCH

ORCHID..53 C 03562—2¼ inches wide.

Shipping weight per yard 1 ounce. . . . Per yard....5c

HARMONIZING CEILING PAPER

WHITE..53 C 03041—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds54c

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
		Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c

MASTER-MIXED PLASTIC WALLPAPER COATING

Quart covers 150 sq. ft. one coat.

53 C 2703—Quart can. Shpg. wt. 3 lbs. 5 oz.\$1.19

For other Tools and Supplies see Pages 83 and 84



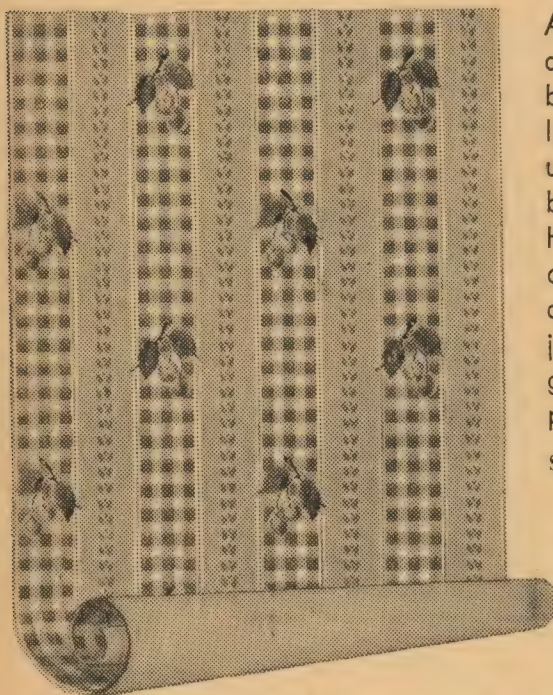
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'GINGHAM STRIPE'—a budget-priced pattern for the kitchen or breakfast room

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

22c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

A dainty pattern that is crisp as gingham and as colorful as a summer sky is this budget-priced paper. You will be delighted to learn how little it costs to use 'GINGHAM STRIPE' as a kitchen-brightener. Its gay colorings of Harmony House Pacific blue and Sunshine yellow on a background of Dawn gray are guaranteed sunfast. This attractive pattern is just another example of Sears value-giving in this sample book that is jam-packed with money-saving wallpapers.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY-PACIFIC BLUE..

53 C 03640—See sample over. Guaranteed sunfast.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**44c**

BORDER TO MATCH

DAWN GRAY-PACIFIC BLUE..53 C 053640—2¼ inches wide.

Shipping weight per yard 1 ounce.....Per yard...**5c**

HARMONIZING CEILING PAPER

WHITE..53 C 03045—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**44c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....**37c**

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.....**27c**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	BREAKFAST ROOM	KITCHEN	SUN ROOM	BATH	HALL OR STAIRWAY
	Suitable	Excellent	Good		

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$3.88	\$3.00
12x14 ft.	6	3	20	4.96	3.64
14x16 ft.	7	4	22	5.94	4.18

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'SOUTHLAND'—an expensive-looking downstairs paper at a bargain price

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

Yes, here's a design you would expect to find in papers selling for up to twice as much as Sears ask for this attractive downstairs pattern. It's another example of the values we offer to our mail order wallpaper customers. A sunfast pattern, it will look wonderful in any downstairs room. Gay green palmetto leaves on a background of Parchment beige in a wallpaper ideal for either traditional or modern furnishings. Order 'SOUTHLAND' today—and save!

SIDEWALL PAPER

HARMONY HOUSE PARCHMENT BEIGE . . 53 C 03550—

See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **54c**

BORDER TO MATCH

PARCHMENT BEIGE . . 53 C 053550—2½ inches wide.

Shipping weight per yard 1 ounce. Per yard.. **5c**

HARMONIZING CEILING PAPERS

WHITE . . 53 C 03041—Not shown.

CREAM . . 53 C 03042

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. **54c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. **37c**

WORKMASTER PASTE TABLE

Box type for easy storing. Tools fit inside. 6 feet long. Open 22 inches wide.

53 CM 665—Freight or express, 32 lbs. **\$10.95**

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Good	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'LEAF SHADOWS'—a sensational value in a guaranteed sunfast downstairs paper

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

For you folks who have prized provincial or traditional furniture, Sears has something special in 'LEAF SHADOWS,' a really low-priced paper for use in any downstairs room. Yet it is a pattern you would expect to pay much more for than our low price per double roll. The design is lovely and the sunfast colors of Dawn gray, Chartreuse and Valley rose are combined into a gay, vine-like pattern that will twine its way into your heart!

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY and CHARTREUSE..

53 C 03551—See sample over. Guaranteed sunfast. Harmony House colors "go together" with your other furnishings. Simplifies decorating. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds..... **54c**

BORDER TO MATCH

DAWN GRAY and CHARTREUSE.. 53 C 053551—2¾ inches wide. Shipping weight per yard 1 ounce. . . . Per yard... **5c**

HARMONIZING CEILING PAPER

WHITE.. 53 C 03041—Not shown. Double roll 16 yards long, 18 inches wide. Shipping weight 2 pounds. **54c**

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz..... **37c**

WALLPAPER CLEANER

Cleans walls in rooms you are not planning to redecorate. 53 C 538—2½-lb. can. Shpg. wt. 3 lbs..... **35c**

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Excellent		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82

For other Tools and Supplies see Pages 83 and 84



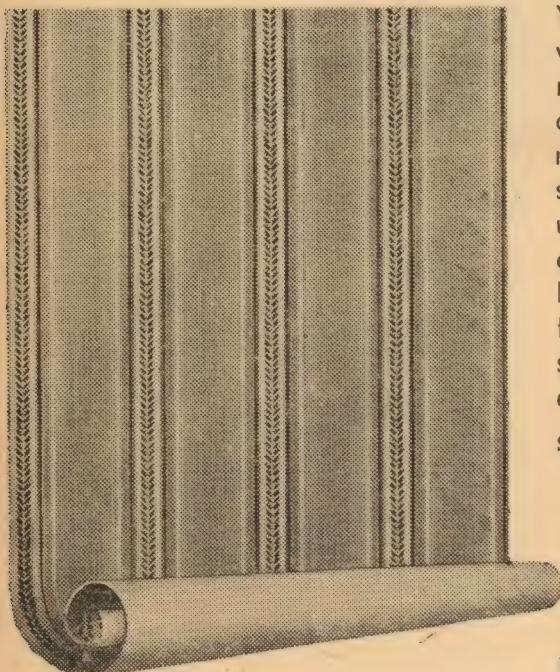
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'ADAM STRIPE'—distinctively different for bedroom or downstairs, in choice of three colors

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

You will find this attractive stripe a very versatile pattern for several of the rooms in your home. Because it may be obtained in your choice of three Harmony House colors, Mint green, Sunshine yellow, or Colonial blue, you can use it in several rooms with strikingly effective results. This pattern goes nicely with either modern or traditional furnishings. It is a sunfast paper, yet is so reasonably priced you can "do over" a number of rooms with it at low cost.

SIDEWALL PAPERS

HARMONY HOUSE MINT GREEN..53 C 03567

HARMONY HOUSE SUNSHINE YELLOW..53 C 03568

HARMONY HOUSE COLONIAL BLUE..53 C 03569—

See samples over. Guaranteed sunfast for three years. All are Harmony House colors that "go together" to blend with your other furnishings.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. 54c

BORDERS TO MATCH

MINT GREEN..53 C 053567—1 $\frac{7}{8}$ inches wide.

SUNSHINE YELLOW..53 C 053568—1 $\frac{7}{8}$ inches wide.

COLONIAL BLUE..53 C 053569—1 $\frac{7}{8}$ inches wide.

Shipping weight per yard 1 ounce. Per yard... 5c

HARMONIZING CEILING PAPER

WHITE..53 C 03041—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds. 54c

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz. 37c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

BED-ROOM	LIVING ROOM	DINETTE	SUN ROOM	BATH	HALL OR STAIRWAY
Ideal	Suitable	Excellent	Good		Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'ATLANTIC HOUSE'—a dainty bedroom paper that offers unusual decorating possibilities

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



Rooms where this paper can be used

LIVING ROOM	DINING ROOM	BED-ROOM	SUN ROOM	BATH	HALL OR STAIRWAY
	Suitable	Ideal	Good		Suitable

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$3.88	\$3.00
12x14 ft.	6	3	20	4.96	3.64
14x16 ft.	7	4	22	5.94	4.18

For more complete table of room sizes, see Page 82

SINGLE ROLL
8 YARDS

22c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

'ATLANTIC HOUSE' is a bedroom paper you will wish to use in at least one of your upstairs rooms, because it is so bright, cheerful and decorative, and, best of all, costs so little. The background for the colorful floral decorations is a shade of cool Colonial blue, a Harmony House color of which you will never tire. We recommend this pattern because of its really tremendous decorating possibilities. A guaranteed sunfast wall covering.

SIDEWALL PAPER

HARMONY HOUSE PACIFIC BLUE..53 C 03625—

See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....44c

BORDER TO MATCH

SAGE GREEN..53 C 053625—2½ inches wide.

Shipping weight per yard 1 ounce.....Per yard... 5c

HARMONIZING CEILING PAPER

WHITE..53 C 03045—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....44c

*You will want to order some of these
Supplies when ordering Wallpaper.*

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz..... 37c

WORKMASTER COLD WATER SIZE

Use before papering to make paper adhere better.

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz..... 27c

For other Tools and Supplies see Pages 83 and 84



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'WOODEN PLATES'—will add a note of brightness and cheer for many a day

SUNFAST • STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

27c

SOLD ONLY IN
DOUBLE ROLLS

SEE ORDER BLANK FOR SEARS EASY TERMS

It would be difficult to imagine a more cheerful wallpaper for your dining room, breakfast alcove or kitchen than 'WOODEN PLATES.' Every member of your family will love this gay pattern with its green ivy and colorful assortment of autumn fruit. The background of this delightful paper is Harmony House Dawn gray; the accent notes are in Pacific blue, Cherry red and Mint green. While not an expensive paper, it will give long service because of its sunfast colors.

SIDEWALL PAPER

HARMONY HOUSE DAWN GRAY..53 C 03565—

See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**54c**

BORDER TO MATCH

SAGE GREEN..53 C 053565—2¼ inches wide.

Shipping weight per yard 1 ounce.....Per yard...**5c**

HARMONIZING CEILING PAPER

WHITE..53 C 03041—Not shown.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.....**54c**

You will want to order some of these Supplies and Tools when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.....37c

7-PC. WALLPAPER TOOL KIT

All the correct tools you will need to hang wallpaper yourself. See page 83.

53 C 550—KIT. Shpg. wt. 2 lbs.....\$1.39

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	KITCHEN	HALL OR STAIRWAY
	Suitable	Excellent	Good	Ideal	

Estimated Cost of Complete Rooms

Size of Room 8-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$4.58	\$3.50
12x14 ft.	6	3	20	5.86	4.24
14x16 ft.	7	4	22	7.04	4.88

For more complete table of room sizes, see Page 82



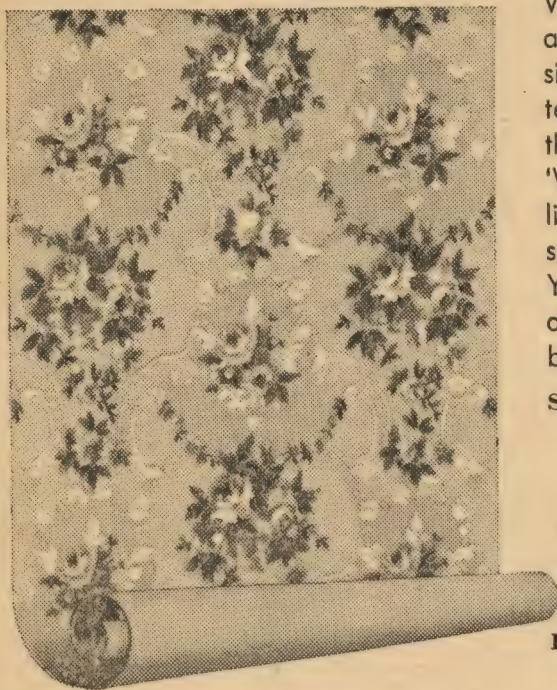
SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE



'VIRGINIA CITY'—a budget-priced paper supplied in your choice of two qualities

STANDARD WEIGHT • SEMI-TRIMMED

Sears paint colors go together with Sears wallpaper colors. See Sears wide selection of Decorator Paint Colors in flat, semi-gloss or high-gloss finishes at your retail store . . . or write for Color Card 6451C.



SINGLE ROLL
8 YARDS

14c

SOLD ONLY IN
DOUBLE ROLLS

Not sunfast. See 53 C 03670 pattern listed below.

We decided to make 'VIRGINIA CITY' available to as many customers as possible by offering this crisp, sparkling pattern in two qualities, one sunfast. For those who do not require a sunfast paper 'VIRGINIA CITY' can be obtained for as little as 28c per double roll! (Order non-sunfast under catalog number 53 C 03670.) You will agree the pattern is a tremendous bargain in either quality. Use as a bedroom or downstairs paper.

SIDEWALL PAPERS

HARMONY HOUSE PARCHMENT BEIGE. .53 C 03660—

See sample over. Guaranteed sunfast for 3 years.

A Harmony House color. "Goes together" with your other furnishings. Simplifies decorating.

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.38c

PARCHMENT BEIGE. .53 C 03670—Not shown. Same as

53 C 03660 above, except *not sunfast*. Double roll

16 yards long, 18 inches wide. Shpg. wt. 2 lbs.28c

BORDER TO MATCH

SAGE GREEN. .53 C 053660-70—2½ inches wide.

Shipping weight per yard 1 ounce.Per yard...4c

HARMONIZING CEILING PAPERS

Double roll 16 yards long, 18 inches wide.

Shipping weight 2 pounds.

WHITE. .53 C 03046—Not shown38c

CREAM. .53 C 03049.28c

You will want to order some of these Supplies when ordering Wallpaper.

WORKMASTER PURE WHEAT PASTE

Enough for 6 double rolls.

53 C 502—2-lb. bag. Shpg. wt. 2 lbs. 4 oz.37c

WORKMASTER COLD WATER SIZE

53 C 508—1-lb. bag. Shpg. wt. 1 lb. 4 oz.27c

For other Tools and Supplies see Pages 83 and 84

Rooms where this paper can be used

LIVING ROOM	DINING ROOM	DINETTE	SUN ROOM	BED-ROOM	HALL OR STAIRWAY
Ideal	Suitable		Good	Excellent	Good

Estimated Cost of Complete Rooms

Size of Room 9-ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Room with Ceiling	Room without Ceiling
10x12 ft.	5	2	16	\$3.30	\$2.54
12x14 ft.	6	3	20	4.22	3.08
14x16 ft.	7	4	22	5.06	3.54

For more complete table of room sizes, see Page 82



SEE OTHER SIDE OF THIS SHEET FOR ACTUAL SIZE WALLPAPER SAMPLE

Now still easier to be your own decorator

... and save from \$5.00 to \$10.00 per room on labor alone. Harmony House wallpapers are made easy to hang. With Sears Pre-Trimmed papers (left selvage trimmed), which make up the majority of those sampled in this book, there is no trimming to be done before hanging. With Sears Semi-Trimmed papers the selvage tears right off. (See illustration 3 below.) All Sears papers are printed on standard or heavy stock, hence are easy to handle. Sears Pre-Pasted Papers are also Pre-Trimmed and even easier to hang. Complete easy-to-follow instructions are supplied with your order for any Sears Wallpaper or Wall Oilcloth. Anyone can do a neat job hanging them.



1 Uncurl and cut the paper. Then apply paste smoothly.



2 Next, fold both ends of the strip into the center.



3 Crease the perforated edge and tear off the selvage.*



4 Hang on wall, brush smoothly, wipe off any paste marks.

*Trimming is only necessary with Semi-Trimmed papers. Most of Sears papers are Pre-Trimmed—no selvage to remove.

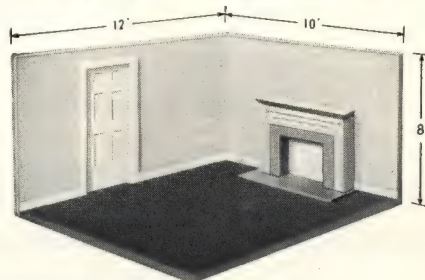
It's easy to figure how much paper you need

FOR USUAL SIZE ROOMS

NOTE! In table below, deductions for doors and windows, and allowances for waste in matching have been made. Don't deduct more unless you have a room that is "all windows"—for such rooms, see instructions at right.

Size of Room in Feet	DOUBLE ROLLS 18-in. wide, 16 yds. long Needed According to Height of Room		Yards of Border	Double Rolls Ceiling
	8 or 9 Ft. High	10 or 11 Ft. High		
8 by 8	4	5	12	1
8 by 10	4	5	14	2
8 by 12	5	6	15	2
8 by 14	5	6	16	2
9 by 10	5	5	14	2
9 by 12	5	6	16	2
9 by 14	5	7	17	2
9 by 16	6	7	18	3
10 by 10	5	6	15	2
10 by 12	5	6	16	2
10 by 14	6	7	18	3
10 by 16	6	8	19	3
12 by 12	6	7	18	3
12 by 14	6	8	19	3
12 by 16	7	8	21	4
12 by 18	7	9	22	4
13 by 14	6	8	20	3
13 by 16	7	9	21	4
13 by 17	7	9	22	4
13 by 18	8	9	23	4
14 by 14	7	8	20	4
14 by 15	7	9	21	4
14 by 16	7	9	22	4
14 by 18	8	10	23	4
15 by 15	7	9	22	4
15 by 16	8	9	23	4
15 by 18	8	10	24	5
15 by 20	8	11	25	5
16 by 16	8	10	23	4
16 by 18	8	10	25	5
16 by 20	9	11	26	5
16 by 24	10	12	29	6
18 by 24	10	13	31	7

FOR UNUSUAL SIZE ROOMS



FOR UNUSUAL SIZE ROOMS . . . Measure distance in feet around room (Example above: $12 + 12 + 10 + 10 = 44$ ft.). Multiply by height of wall to get square feet of wall space (Example: $44 \times 8 = 352$ sq. ft.).

TO DEDUCT FOR OPENINGS . . . Multiply height of opening by width to get square feet. Example: 6 ft. ht. $\times$ 4 ft. width $\times$ 1 (number of windows) = 24 square feet of window space; 8 ft. ht. $\times$ 3½ ft. width = 28 square feet of door space. Add square feet of all openings (Example: $24 + 28 = 52$ sq. ft.). Subtract total square feet of openings from total square feet of room to get square feet to be papered (Example: $352 - 52 = 300$ sq. ft.).

FOR 18-INCH PAPER . . . Divide total square feet to be papered by 60 to get number of double rolls of sidewall needed. (Example: $300 \div 60 = 5$ double rolls of sidewall paper needed.)

FOR AMOUNT OF CEILING NEEDED . . . Multiply length of room by width and divide by 60 for number of double rolls of ceiling needed. (Example: $10 \times 12 = 120$ sq. ft. $\div 60 = 2$ double rolls ceiling.)

FOR AMOUNT OF BORDER . . . Use distance in yards around room. (Example: $12 + 12 + 10 + 10 = 44$ ft. $\div 3$ ft. allowance for matching and spoilage = 47 ft. $\div 3$ ft. = 16 yards of border.)

ABOUT WALLPAPER HANGING TOOLS . . . After determining how much paper to order, be sure to select proper wallpaper hanging tools. Everything you need—see two following pages.

For a neat job use Workmaster Tools and Supplies



GOOD Quality Tool Kit

All the tools you need: 12-in. smoothing brush; 6-in. paste brush both with tampico fibers; wall scraper; 1½-in. wheel knife for trimming paper at ceiling and baseboard; 1½-in. oval face maple seam roller; plumb bob, line and blue chalk. Instructions included.

53 C 550—7-piece Tool Kit. Shipping weight 2 pounds. **\$1.39**

- A** 53 C 556—1½-inch Maple Seam Roller. Oval face. Shipping weight 6 ounces. **30c**
- B** 53 C 562—1½-inch Base Trimmer. For neat finishing. Shipping weight 5 ounces. **30c**
- C** 53 C 600—6-in. Paste Brush. 2 rows of white tampico fiber. Shpg. wt. 1 lb. 1 oz. **40c**
- D** 53 C 628—12-in. Smoothing Brush. Two rows of white tampico fiber. Shpg. wt. 12 oz. **39c**
- 53 C 571—Paper Knife. Sharp edge. (Not Workmaster.) Shpg. wt. 4 oz. (Not shown.) **32c**



BETTER Quality Tool Kit

Improved tools—last longer, give greater satisfaction. Includes 12-in. smoothing brush with 2½-in. bristle and 6-in. paste brush with 3½-in. bristle highest quality palma mixture fibers; 1½-inch oval face plastic seam roller; semi-flexible wall scraper; 1½-inch wheel knife; plumb bob, line and blue chalk. Red lacquered handles. Complete instructions.

53 C 554—7-piece better quality Tool Kit. Shipping weight 2 lbs. 1 oz. **\$2.10**

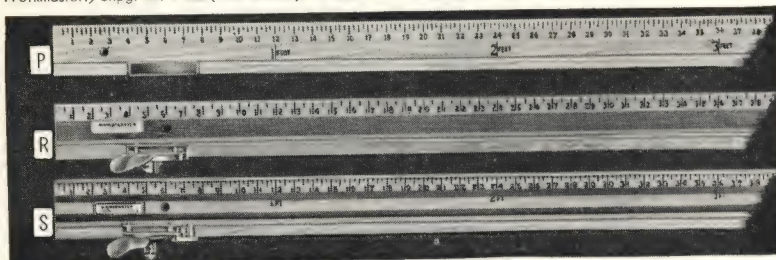
- 53 C 564—Corner Knife; Smooth blades, 1½-inch wheel (not shown). Shpg. wt. 4 oz. **39c**
- 53 C 559—2-inch Smooth Wheel Knife; tool steel blade (not shown). Shpg. wt. 4 oz. **47c**
- 53 C 612—7-inch Paste Brush. Highest quality palma mixture fibers. Vulcanized in rubber with nickel plated ferrule (not shown). Shpg. wt. 1 lb. 2 oz. **97c**
- 53 C 625—12-inch Smoothing Brush. 2-inch pure horsehair (not shown). Shipping weight 12 ounces. **\$1.09**



BEST Quality Paperhangers' Tools

Each tool sold separately—make up your own kit

- E** 53 C 558—1½-inch oval face Plastic Seam Roller. Cleans easily. Shipping weight 6 oz. **68c**
- F** 53 C 557—1½-inch Plastic Corner Roller. Cleans easily. Shipping weight 6 ounces. **85c**
- G** 53 C 560—2-inch Serrated Wheel Knife. Stainless steel blade. Shipping weight 4 oz. **55c**
- H** 53 C 570—Paper Knife. Tool steel blade. Shipping weight 4 ounces. **45c**
- J** 53 C 578—Wall Scraper. Flexible steel blade. Plastic handle. Shpg. wt. 5 oz. **75c**
- K** 53 C 563—Serrated Corner Knife. Stainless steel blade. Shipping weight 4 ounces. **63c**
- L** 53 C 585—Wallpaper Shears. Spring steel. Will not break. Shpg. wt. 14 oz. **\$2.10**
- 53 C 586—Wallpaper Shears. Cast. 7-inch cut. (Not shown.) Shpg. wt. 13 oz. **\$1.50**
- M** 53 C 607—7-inch Paste Brush. Pure horsehair casing for smoother spreading, with horsehair and fiber center. Vulcanized in rubber. Nickel plated ferrule. Shipping weight 1 lb. 1 oz. **\$1.60**
- N** 53 C 630—12-inch Smooth Brush. DuPont Nylon bristles. Long life, easily cleaned. Shipping weight 14 ounces. **\$1.90**



Rotary Trimming Outfits cut paper quickly, neatly

"HOUSEHOLD" Quality

Rotary trimmer outfit gives wallpapers neat ruler-straight edges quickly and effortlessly. It's a "must" for that professional finished look. Our thrifty outfit (not Workmaster) has 5-foot seasoned wood straight edge with grooved track on both sides for longer use life. Steel trimmer has 1½-inch wheel blade. 5-foot zinc cutting strip. Its use will save you time and insure a neater job of paper hanging.

53 C 06461—3-piece Trimming Outfit. Shipping weight 3 pounds. **\$1.79**

"SEMI-PROFESSIONAL" Quality

6-ft. straight edge of 3-piece laminated mahogany and white pine with nickel plated steel track and edge. Nickel plated trimmer with 2-in. stainless steel wheel blade, expertly ground. Stays clean and free running; 6-ft. cutting strip.

R 53 C 06421—3-piece Outfit. Shpg. wt. 6 oz. **\$8.15**

53 C 06521—6-ft. Straight Edge only. Shpg. wt. 4 lbs. **\$6.19**

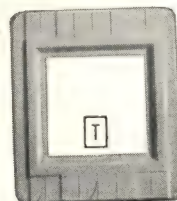
53 C 662—Trimmer only. Shipping weight 12 oz. **\$2.75**

"PROFESSIONAL" Quality

"Screwless construction" 6-foot straight edge of 5-piece laminated selected seasoned mahogany and white pine, with brass track and edge to resist wear. Rust-proof. Smooth action trimmer with finger adjustable blade and 6-foot zinc cutting strip. Assured of straightness. Sturdy enough for lifetime service.

S 53 C 06401—3-piece Outfit. Shpg. wt. 7 lbs. **\$10.39**

53 C 06501—6-ft. Straight Edge only. Shpg. wt. 5 lbs. **\$7.49**



Plastic Wall Shields

Attractively designed ivory or clear color wall shields will fit under standard size switch plates—single or double size. Switch plate not included with wall shield.

T Double Switch Size. Shpg. wt. 5 oz. **33c**

53 C 684—Ivory color. **33c**

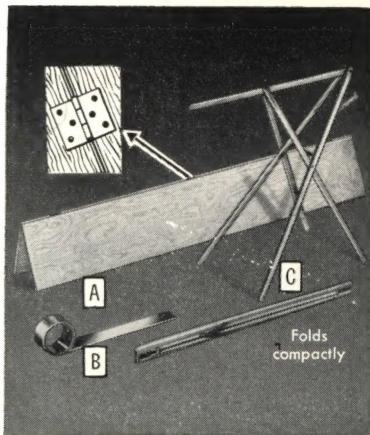
53 C 679—Clear color. **33c**

V Single Switch Size. Shpg. wt. 4 oz. **23c**

53 C 681—Ivory color. **23c**

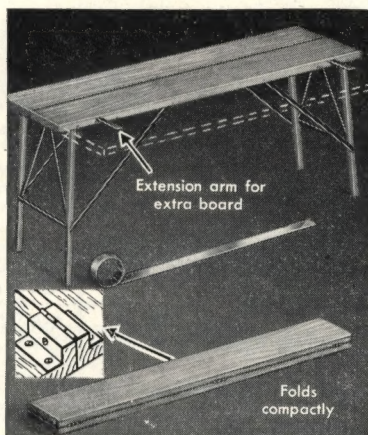
53 C 673—Clear color. **23c**

Simplify wallpapering by using the right tools!



WORKMASTER Paste Boards, Trestles

- A Hinged Paste Boards.** Smooth, clear, seasoned, warp-resistant wood, $\frac{1}{2}$ in. thick. Reinforced cutting edge. Opens to 22 $\frac{1}{2}$ in. wide. Use with trestles below or your own props. Zinc cutting strip (B) included.
- 53 C M667**—6-foot length. Freight or express. Shipping weight 15 pounds. **\$5.59**
- 53 C M668**—7-foot length. Freight or express. Shipping weight 19 pounds. **\$6.49**
- B Zinc Cutting Strip.** Use to protect blade when trimming. Fine quality. Will not dull cutting blade. Length 7 feet, width 3 inches.
- 53 C 0663**—Shipping weight 1 lb. 4 oz. **.49c**
- C Workmaster Folding Trestles.** Use to support paste boards. Sturdy wood, hinged joints. Height adjusts from 31 to 33 $\frac{3}{4}$ in. Folds compactly.
- 53 C 0671**—Pair. Shpg. wt. 7 lbs. Mailable. **\$2.64**



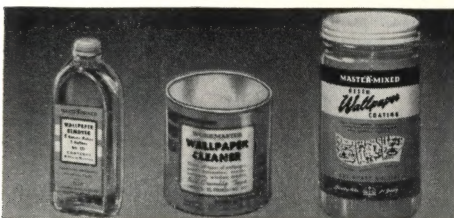
WORKMASTER Folding Paste Tables

- Smooth, flat top is made of clear, knot-free seasoned, warp-resistant wood a full $\frac{1}{2}$ in. thick. This is a well-constructed, sturdy table, professional type, to give you the correct amount of surface for pasting and trimming. Wood legs have steel braces for extra strength; brackets to hold straight edge when not in use. Three heavy steel strap hinges allow folding compactly for carrying and storing, as well as having sufficient space inside for tools. Width when open, 22 in.; closed, 11 in. Height 33 inches when open. Zinc cutting strip included. May be put to many other good uses around the house. Shipped freight or express.
- 53 C M665**—6-foot table. Shipping weight 32 pounds. **\$10.95**
- 53 C M666**—7-foot table. Shipping weight 35 pounds. **\$12.35**



COMPLETE Wallpapering Outfit

- Now you can obtain from Sears all of the tools and equipment you will need to hang wallpaper in your home. Good quality, well made and priced to save you money. This kit consists of our **53 C M667** 6-ft. Hinged Paste Board; 1 pair of **53 C 0671** Folding Trestles; **53 C 0646** Household Quality Trimming Outfit with 5-foot wood straight edge; 1 $\frac{1}{2}$ -in. wheel steel trimmer and 5-ft. zinc cutting strip; **53 C 571** Paperhanger's Knife and our **53 C 550** 7-pc. Tool Kit, including 12-inch smoothing brush, 6-inch paste brush, wall scraper, 1 $\frac{1}{2}$ -in. wheel knife for trimming paper at ceiling and baseboard, seam roller, plumb bob, line and blue chalk, together with instructions for wallpapering. A real buy at Sears low price for complete outfit. Order your complete outfit today.
- 53 C M649**—14-pc. wallpapering outfit. Shipping weight 30 pounds. **\$11.49**



Wallpaper Cleaner.. Remover.. Plastic Coating

- Master-Mixed Wallpaper Remover.** Mix with water. A time and work saver. A 4-oz. bottle is enough for average 10 x 12 room. Will not injure walls or hands.
- 53 C 530**—4-ounce bottle. Shpg. wt. 10 oz. **29c**
- 53 C 531**—8-ounce bottle. Shpg. wt. 1 lb. **55c**
- Workmaster Cleaner.** Non-crumbly type. Just wipe over your walls. Picks up dirt, does not harm paper. 12-oz. can cleans average 10 x 12 room, 2 $\frac{1}{2}$ lb. can 3 rooms.
- 53 C 542**—12-ounce can. Shipping weight 1 pound. **11c**
- 53 C 543**—Three one-pound cans only. **30c**
- 53 C 538**—2 $\frac{1}{2}$ -pound can. Shipping weight 3 pounds. **35c**
- Workmaster Grease Remover.** Removes hair oil and other greases. Easy to apply. Shipping weight 4 ounces.
- 53 C 544**—2-ounce tube. **22c**
- Wallpaper Plastic Coating.** When applied to your wallpaper this remarkable product gives it a tough, water and grease-resistant coating of plastic that enables even the least expensive paper to be washed. Easy to apply—just wipe it on with a cloth. Dries quickly. One quart covers 150 sq. ft. one coat.
- 53 C 2703**—Quart can. Shpg. wt. 3 lbs. 5 oz. **\$1.19**



Coldwater Size..Cellulose Adhesive

- Workmaster Cold Water Size.** Size new or painted walls before papering to make paper stick better; on old walls after removing paper if porous. Easy to mix with cold water. Use 1 pound for 10 x 12-foot room. Shpg. wt. 1 lb. 4 oz.
- 53 C 508**—1-pound package. **27c**
- Workmaster Cellulose Adhesive.** Eliminates most paste stains on all types of papers. A clear cellulose adhesive in powder form that mixes easily, dries slowly, has good "slip and slide" qualities, enabling ease in matching patterns. Vermin proof. Has 2 $\frac{1}{2}$ times bonding strength of other cellulose pastes we have tested. Won't settle or thin out. $\frac{1}{2}$ -pound package enough to do average 10 x 12-foot room. Shipping weight 12 ounces.
- 53 C 511**— $\frac{1}{2}$ -pound Package. **55c**
- Workmaster Paste Whipper.** Mix paste quickly, smoothly and evenly.
- 53 C 750**—Shipping weight 5 ounces. **29c**



WORKMASTER Pure Wheat Paste

- Workmaster Pure Wheat Wallpaper Paste sticks better, works faster, goes further than blended paste of corn and wheat. It is easy to mix, easy to apply and extremely economical to use. Workmaster Pure Wheat Paste spreads evenly, dries slowly enough to give you ample time for matching the paper. It requires no cooking or straining and mixes easily with cold water. It keeps well after mixing, too, an important point if you do not complete your papering in one day. 2 lbs. provides enough paste for the average 10 x 12-foot room, or 6 double rolls. Be sure to order enough for your needs. Also, for best results, be sure to apply Coldwater Size **53 C 508** to your walls before hanging wallpaper.
- 53 C 501**—1-pound Bag. Shipping weight 1 pound 4 ounces. **22c**
- 53 C 502**—2-pound Bag. Shipping weight 2 pounds 4 ounces. **37c**
- 53 C 505**—5-pound Bag. Shipping weight 5 pounds 6 ounces. **85c**

Wall Oilcloth . . Now Pre-Trimmed on both edges

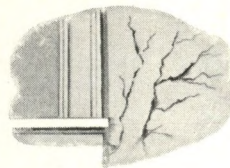
All patterns below in single rolls, 24 inches wide and 18 feet long . . HH means Harmony House

6 Reasons for buying Sears 1953 Pre-Trimmed Wall Oilcloth

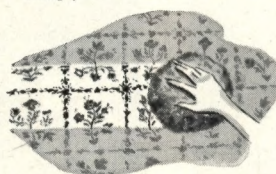
- 1 Sears Wall Oilcloth for 1953 comes to you fully trimmed on both edges—no selvage to remove. It is all ready to hang when you receive it.
- 2 Tough fabric base with 5 coats of water-proof paint (on dull finish). (4 coats on gloss.)
- 3 Colors are guaranteed sunfast for 3 years. Choice of patterns or plain colors.
- 4 Practical for kitchen, bath, playroom, offices, public rooms. Guaranteed washable for 5 years.
- 5 All patterns below in easy-to-handle 24-inch width. All are 18-foot rolls. Hang it yourself.
- 6 FREE hanging instructions included with each order.



Hang just like wallpaper



Covers plaster cracks



Washable repeatedly for years



Perfect base for paint or paper

A PENNSYLVANIA DUTCH. Upper walls. HH Cherry red, Dawn gray and black flowers on white.
53 C 0912 Single roll **\$2.49**
53 C 0912—2 1/4-inch matching border Yard **14c**
53 C 0910—Same as above, different colors. Cherry red, blue, green on Sunshine yellow. Single roll **\$2.49**
53 C 0910—2 1/4-in. matching border Yard **14c**

B Lower wall. (Wainscot). HH Cherry red and white tile with glazed finish. Tiles 4 in. square.
53 C 0974 Single roll **\$2.49**
53 C 0974—4-in. border Yard **19c**
53 C 0971—Lower wall. Black and white tile. Glazed finish. Tiles are 4 inches square. Single roll **\$2.49**
53 C 0971—4-in. border. Yard **19c**
53 C 0970—Lower wall. HH Mint green and white tile. Glazed finish. Tiles 4 in. square. Single roll. **\$2.49**
53 C 0970—4-in. border. Yard **19c**

C SEA FAN. HH Tuscan rose, blue and gray figures on HH light Pacific blue. Embossed. Has dull finish.
53 C 0945 Single roll **\$2.49**
53 C 0945—2 1/4-in. matching border Yard **14c**

C Sea Fan. In different colors. Rose, med. blue and green figures on HH light Malibu peach background.
53 C 0940 Single roll **\$2.49**
53 C 0940—2 1/4-in. border. Yard **14c**

D Lower wall. HH Light Pacific blue tile. Gloss finish.
53 C 0976 Single roll **\$2.49**
53 C 0976—2 1/4-in. matching border Yard **14c**
53 C 0972—Lower wall. Tile. HH Sunshine yellow. Gloss finish.
Single roll **\$2.49**
53 C 0972—2 1/4-in. matching border Yard **14c**

E IVY PLAID. HH Dawn gray ivy, wine color pots. Sunshine yellow plaid on white background. Embossed. Dull finish. Guaranteed sunfast.
53 C 0914 Single roll **\$2.49**
53 C 0914—2 1/4-in. matching border Yard **14c**
Ivy Plaid. Same as above except different colors. HH Dawn gray plaid. Bright red flower pots and green ivy on white background. Embossed Flat finish.
53 C 0916 Single roll **\$2.49**
53 C 0916—2 1/4-inch matching border Yard **14c**

F Harmony House Sunshine Yellow Tint. Embossed. Dull finish.
53 C 0984 Single roll **\$2.29**
53 C 0984—2 1/4-in. matching border Yard **14c**

G WOODSTOCK. HH Sunshine yellow on a white background with HH Mint green floral design and HH Cherry red berries. May be used for sidewalls and ceilings.
53 C 0962 Single roll **\$2.49**
53 C 0962—2 1/4-in. matching border Yard **14c**

H COUNTRYSIDE. HH Cherry red, light Dawn gray with Mint green on white. Embossed.
53 C 0928 Single roll **\$2.49**
53 C 0928—2 1/4-in. matching border Yard **14c**

J MAGNOLIA. Glorious floral design with HH Cherry red magnolias, HH Sage green leaves on a BLACK background. Embossed.
53 C 0948 Single roll **\$2.49**
53 C 0948—2 1/4-in. matching border Yard **14c**

K HERONS. Flying herons in HH Sunshine yellow and white on HH Dark Mint green. Embossed.
53 C 0946 Single roll **\$2.49**
53 C 0946—2 1/4-in. matching border Yard **14c**

L WILD WEST. Figures in HH Pacific blue, Spice brown, Cherry red, yellow on white. (Not Trimmed.)
53 C 0966 Single roll **\$2.49**
53 C 0966—2 1/4-in. border. Yard **14c**

M Harmony House Dawn Gray Tint. Embossed. Dull finish.
53 C 0980 Single roll **\$2.29**
53 C 0980—2 1/4-in. border. Yard **14c**

N TEXTURE PLAID. Plaid in HH Mint green, HH Cherry red with Parchment Ivory background. (Not Trimmed.) Embossed. Dull finish.
53 C 0960 Single roll **\$2.49**
53 C 0960—2 1/4-in. border. Yard **14c**

P Harmony House Light Mint Green Tint. Embossed. Has dull finish.
53 C 0988 Single roll **\$2.29**
53 C 0988—2 1/4-in. border. Yard **14c**

R Harmony House Dark Mint Green Tint. Embossed. Dull finish.
53 C 0990 Single roll **\$2.29**
53 C 0990—2 1/4-in. border. Yard **14c**

S STAR TRELLIS. Attractive Harmony House Cherry red and Dawn gray on white background. Embossed. Dull finish. For sidewalls and ceilings.
53 C 0926 Single roll **\$2.49**
53 C 0926—2 1/4-in. border. Yard **14c**

T SHADOW BOX. Attractive. HH Mint green plaid and Pacific blue on white background with HH Pacific blue flowers, HH Mint green leaves. Embossed. Dull finish.
53 C 0922 Single roll **\$2.49**
53 C 0922—2 1/4-inch matching border Yard **14c**

U Harmony House Tuscan Wine Tint (dark). Embossed, dull finish.
53 C 0998 Single roll **\$2.29**
53 C 0947—2 1/4-in. border. Yard **14c**

V GINGHAM. Colorful tea pots, pitchers, fruit and flowers in HH Cherry red, Dawn gray, Mint green and yellow on white. Embossed, dull finish.
53 C 0924 Single roll **\$2.49**
53 C 0924—2 1/4-in. matching border Yard **14c**

Other Plain Patterns

53 C 0985—White embossed, dull finish. Single roll **\$2.29**
53 C 0987—Glazed white Single roll **\$2.29**
53 C 0986—HH Lt. Colonial Blue, dull embossed. Single roll **\$2.29**
53 C 0997—HH Malibu Peach, dull embossed. Single roll **\$2.29**

SHIPPING WEIGHTS: Sidewalls and ceilings per single roll, 3 pounds; 2 1/4-inch borders per 4-yard roll, 5 ounces; 4-inch borders per 4-yard roll, 9 ounces.

ROOM QUANTITY CHART FOR SIDEWALLS AND WAINSCOTS—BEFORE DEDUCTIONS FOR OPENINGS

Size of room in feet	4 foot high (wainscot) or upper wall	5 foot high (wainscot) or upper wall	Height of room 8 feet	Height of room 9 feet	Height of room 10 feet	Yards of border	Single rolls of ceiling
6 x 8	4 Single Rolls	5 Single Rolls	8 Single Rolls	9 Single Rolls	10 Single Rolls	12 Yds.	2 Single Rolls
8 x 8	4 Single Rolls	5 Single Rolls	9 Single Rolls	10 Single Rolls	11 Single Rolls	12 Yds.	2 Single Rolls
8 x 10	5 Single Rolls	6 Single Rolls	10 Single Rolls	11 Single Rolls	12 Single Rolls	16 Yds.	3 Single Rolls
9 x 11	5 Single Rolls	7 Single Rolls	11 Single Rolls	12 Single Rolls	13 Single Rolls	16 Yds.	5 Single Rolls
10 x 12	6 Single Rolls	8 Single Rolls	12 Single Rolls	13 Single Rolls	14 Single Rolls	16 Yds.	5 Single Rolls
12 x 12	7 Single Rolls	9 Single Rolls	13 Single Rolls	14 Single Rolls	15 Single Rolls	20 Yds.	6 Single Rolls
12 x 14	7 Single Rolls	9 Single Rolls	14 Single Rolls	15 Single Rolls	16 Single Rolls	20 Yds.	6 Single Rolls
14 x 14	8 Single Rolls	10 Single Rolls	15 Single Rolls	16 Single Rolls	17 Single Rolls	24 Yds.	7 Single Rolls
14 x 16	8 Single Rolls	10 Single Rolls	16 Single Rolls	17 Single Rolls	18 Single Rolls	24 Yds.	7 Single Rolls
15 x 16	8 Single Rolls	11 Single Rolls	17 Single Rolls	18 Single Rolls	19 Single Rolls	24 Yds.	8 Single Rolls

Unusual Rooms Measure number of sq. ft. to be covered. Divide by 30 to figure number of single rolls of Wallcloth needed.

IMPORTANT NOTICE

In the above chart no deductions have been made for room openings and cabinets. Deduct 1 single roll of Wall Cloth for every 2 average windows, doorways or other openings. Deduct 1 single roll for every 30 square feet of wall area taken up by cabinets. Sidewalls and ceilings (plain tints) are put up in "single rolls." A single roll is 18 ft. long, 2 ft. wide, and covers 36 sq. ft. Borders are put up in rolls 4 yards long. Order all borders in multiples of 4 yards (4, 8, 12, 16, etc.)

NOTE: For Tools, Paste and Size for hanging Wall Oilcloth refer to Pages 83 and 84.

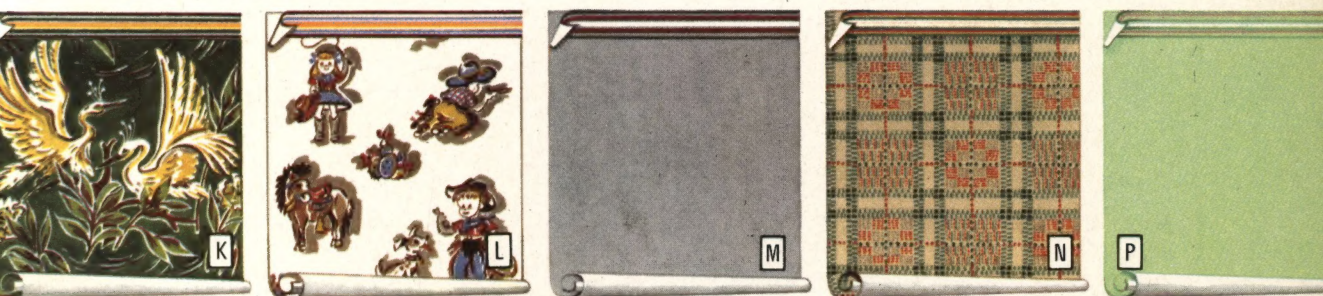


Colorful Pre-Trimmed Wall Oilcloth

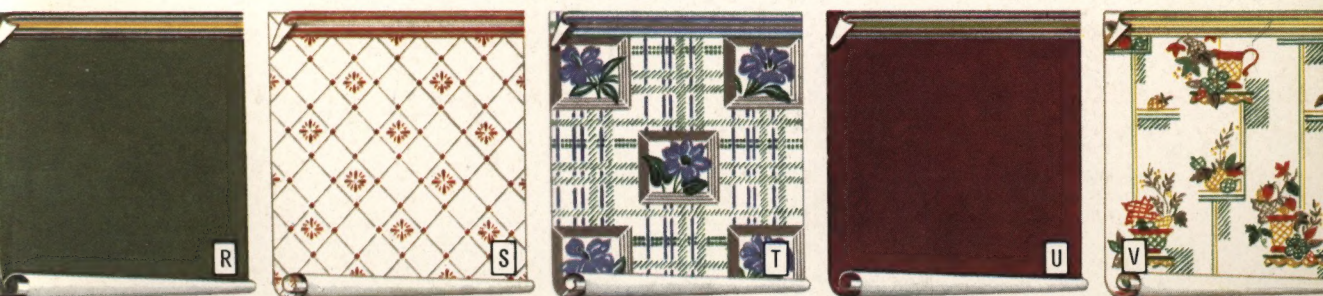
Now Pre-Trimmed on *both* selvages . . 24 inches wide for easy hanging . .
Guaranteed washable and sunfast for 5 years. Described on facing page



See facing page for description and prices of all patterns . quantity needed also shown in table on facing page



Illustrations shown on this page represent the full 24-inch width patterns

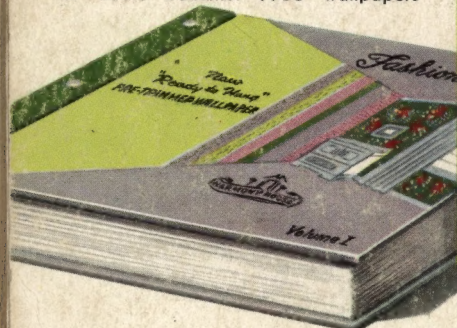


Free, easy-to-follow hanging instructions with each order. For tools and accessories refer to Pages 83 and 84 554



Conveniently arranged wallpaper display section of a typical Sears Catalog Sales Office

These big decorator-size Sample Books contain hundreds of 18 x 18-inch samples of Sears beautiful 1953 wallpapers



You can see Sears
complete 1953 selection of more than

300

Harmony House WALLPAPERS

in these big sample books at any Sears
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- Bigger assortments
- Save on shipping charges
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- Larger samples

Sears selection of fine wallpapers totals more than 300. All of these are sampled in every Sears Catalog Sales Office and Retail Store. See them there in Sears big decorator-size Sample Books! These samples measure 18 x 18 inches—more than 4 times the size of those in this small catalog. Examine them at your leisure. Trained sales people will assist in making your selections. Discover how easy it is to do a professional-looking decorating job *yourself*. Learn how you save money on shipping charges when you patronize your Sears Order Office. **PLAN TO DO THIS TODAY!**

SEARS, ROEBUCK AND CO.

World's Largest Distributors of Fine Wallpaper

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